



HOW CAN MASTERKONG INSTANT NOODLE PENETRATE TO THE FINNISH MARKET

Thesis

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Abstract

The purpose of the study project was to get a clear idea whether it is possible for Masterkong to penetrate the Finnish market, and also make a detailed strategy plan for Masterkong which will be helpful in Masterkong's penetration process. Based on the experiences of wholesalers in Finland, it is possible for a Chinese instant noodle brand to penetrate to the Finnish market. But a lot of work needs to be done. These were mentioned in the part of entry plan.

The empirical part of the study is the survey. Both qualitative and quantitative researches have been used. Qualitative research includes an interview and observation, while quantitative research means the use of a questionnaire. During the questionnaire process, 200 copies have been sent out and got 168 replies.

The study findings show that most of the respondents were interested in Masterkong Instant Noodle penetrating to the Finnish market. They were ready to try this new Chinese instant noodle when it comes to Finland. Promotion was important, all kinds of promote channels can be used, such as advertisement, sales promotion.

Although the study results show a clear answer of the project, it has some limitations. Still many problems need to be settled in Masterkong's future development.

Keywords

marketing, brand, e-marketing, Finnish food market, Chinese instant noodle, penetrate, agent, promote, SWOT analysis, detailed plan

Note

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1 INTRODUCTION

This thesis aims at giving out a clear answer whether it is possible for Masterkong Instant Noodle to penetrate the market in Finland, and also offering some suggestions of what to do to help to operate and realize the plan. In order to make the thesis as actual as possible, it needs to contact the Masterkong Company and get their supports. This work has been done during the thesis writing process, the result is they replied, gave some materials and welcomed to choose the thesis topic about their company.

There is a situation that in Finland some kinds of instant noodles are exist, but seldom varieties and tastes. While in China there are many kinds of instant noodles and they are popular and delicious. Masterkong is one of the biggest and most famous instant noodle producers in China.

The existing instant noodles in Finnish market are simple packaged and drab varieties. Even in the Asian shops there are not so many choices. Finnish people choose to by them just because they are convenient enough but not for the reason that they are delicious. While the real situation in China is that there are so many kinds of instant noodles, different tastes and different brands. What is more, they are delicious. So if Masterkong Instant Noodle can realize the goal of penetrating into Finnish market, Finnish people will believe the idea that instant noodles can also be delicious.

1.1 Research Problem and Method

This thesis aims at giving a clear idea whether it is possible for Masterkong Instant Noodle to penetrate Finnish market and if Masterkong wants to penetrate the Finnish instant noodle market what are the strategies they can use. The business vision of building a professional development plan for Masterkong to penetrate the

Finnish market has been used. Actually their products have already been imported to the overseas markets but not to Finland. Anyway, globalization is the inexorable trend of the whole world, so Masterkong should think about how to export their products to the other countries which have not done business before. Many questions will be answered during the research progress, e.g. what is the sales situation of instant noodles in Finland now, whether Finnish people will be interested in the new idea of the Chinese instant noodles (challenge), what are the elements that should think about according to the real situation here in Finland and how to do the advertisements and promotions in Finland.

Qualitative analysis and quantitative analysis approach have been used in the thesis. To be more precise, it will contain secondary data collection, a questionnaire, an interview and observation. Questionnaire means some questions will be given and people who live in Finland now will be found to help answer these questions. Then the results will be collected and cleared up. Through the data many useful information can be found. In the interview part some useful information from the professional people will be gathered to find the answer that compare with the instant noodles which already exist in Finnish market, whether Masterkong Instant Noodles has the competitiveness. And observation means some real situations will be observed to find the result whether instant noodle is popular in Finland and what are the most useful and common promotional methods that sellers are always using.

1.2 Limitations of the Study

One main limitation of this study is the population of the target group. Because this study is based on the Finnish people's opinion that whether Masterkong Instant Noodle has the potential market in Finland, the Finnish market is not just Varkaus but the whole Finland country. While this research can be just done in Varkaus or cities around Varkaus, though I have sent e-mails to people who live in some other cities, it cannot cover the whole Finland. Another limitation is that the observation

cannot be done in other cities but just Varkaus since the time and fund are limited, so all the information that have been got is from Varkaus.

2 MARKETING AND BRANDING ANALYSIS

There are certain theoretical framework needed to give to support the research and project. According to the real situation, the theoretical part will include marketing analysis, e-commerce strategies for business market and how to build a strong brand these three main parts, while each main part includes several small aspects. Through this part a detailed framework can be seen.

2.1 Market Analysis

Market analysis is an essential input to develop the market-based management strategies that deliver customer needs, competitors' moves and capabilities and tracking of market-based performance. (Best 2004, 55)

Market analysis is an component part and inevitable result of market research. Also it is the premise and preparation process of market forecasts. The main purpose of market analysis is to research the potential sales of products, open potential markets, arrange a reasonable allocation of goods between business regions or areas and the market share of goods.

Through market analysis, it can help understand the ratio between supply and demand of products, taking the right business strategy to satisfy market needs, enhance the economic benefits of business activities.

No matter when and where, the overall demand for a product or service is limited. It means, there is a fixed number of customers who buy at a certain rate of purchase; thus, there is a certain level of market demand, it doesn't matter what the products are, fast food, personal computers or automobiles for example. There are existing customers who make up current market demand and potential customers who provide the opportunity for growing market demand at any time. (Best 2004, 57)

Potential customers can help to find the level of future market demand. The market potential (maximum number of customers) is close to the market demand (existing number of customers) in mature markets. In emerging markets, market demand will grow for the reason that more customers enter the market. However, for a business to achieve a desired level in a market, it needs to obtain a desired share of that market. A successful business need to understand that:

- The existing level of demand and potential demand of the market.
- The rate of replacement purchase and new customer purchase.
- Market share of the business and potential market share. (Best 2004, 57)

Market Potential

Market potential is in a given conditions, in a period of time, the most specified reasonable sales that can be got. It means that when there are full of product distribution and in the situation that a lot of advertising and promotion have been done and also have attracted all the customers which have the possibility to buy this product, the product may sales.

There are two factors that affect the market potential, one is the product and another is the environment. Through the study of these two factors and related elements we can master the market situation better.

The function of market potential:

- Helpful for investment or existing resources distribution, the decision maker can allocate the resources according to the various products of the total market potential, and not rely on the current level of sales.
- Used to determine product life cycle stages, help identify the different product target and strategy.
- Good for ensure the marketing strategy, target and product distribution decisions.

Market Demand

The market demand means under the situation that in specific geographical scope, the specific period , the specific marketing environment and specific marketing plan, the specific consumer groups may buy the amount of a product.

The market demand analysis is mainly estimate the size of the market and the potential demand of the product. Following is the operating steps of this forecasting analysis: (Best 2004, 60)

- Determine the target market

Ensure the total population of a target market in a certain segment market. The total number is the maximum limit of potential customers , it is usable to calculate the potential or future demand.

- Determine target market of the geographical area

Calculate the percentage of the target market of the total population , then multiply the total population of the geographical area. This can find out the number of the target market.

- Consider consumption constraints

Consider whether products have restriction conditions which are enough to decrease the number of target market.

- Calculating the purchase amount that each customer do a year on average

From purchase rate or buying habits, can get the purchase amount of per person per year on average.

- Calculating the total amount that similar products have been purchased each year.

The number of consumers in area multiply purchase amount for each person per year on average.

- Calculating the average price of products

Use pricing methods to get the average price of the product.

- The total amount of purchase calculation

The total amount of purchase multiply the average price of the product can calculate the total money of purchase.

- Calculation of enterprise's total purchases amount

Use the enterprise's market share of total purchase amount multiply the total purchase money. Then make appropriate adjustments according to the latest five years' changing situation of market can get the enterprises purchases.

- Other factors needed to consider

Other factors which relevant to product demand, such as: if the economy situation, population change, consumer preferences and lifestyle changes, it must have affection on the product demand. According to this information, do survey according to the data of enterprise's total purchases amount objectively. It can reasonably predict the total sales and enterprise's potential purchases in the number of customer.

Market Share

The market share means the proportion that a enterprise's sales occupy among similar products in the market. The market share is enterprise's products occupy in the market, so also it shows the enterprise's control ability. Enterprise's market share enlarge can make the enterprise have some form of monopoly; the monopoly can bring monopoly profits and also can maintain a competitive advantage.

High market share not always means high profit, but these two kinds of situation can ensure that producer can get high profit with market share rise:

- The cost per unit reduces with the increase of market share. This is because the market leader operates with a big factory, has the scale of cost, additionally, costing experience curve decline rapidly, so unit cost drop.
- The company provides high quality and price products, at the same time, rising prices should be higher than the extra cost caused by high quality. Improve the quality of the products will not increase the company's cost, for the reason that thus the company is reduced the waste, after-sales service , etc. And if its characteristic is very suitable for the consumers' need, they would prefer pay the price which is more than the cost.

2.2 Marketing Planning

For a company, when its product want to enter the market and then penetrate market a clear and operational plan is quite necessary. But the marketing plan cannot be created automatic and without doing researches. There is a certain process that should be obeyed. "Rome was not made in one day." This saying is suitable here, a good marketing plan can help a lot for a product coming into the market, but it need a lot of careful and hard work to make this plan.

Marketing planning is a consecutive process that can make the company's resources with the opportunities and objectives of the environment get the balance (Hutt et al 1998, 253).

The marketing planning process includes these steps:

- Preplanning requirement – Identify product/market, determine management's expectations and establish objectives
- Situation analysis – Market needs, competition, market segment size and share,

outside influences, distribution, market coverage, product pricing, marketing communication, positioning

- Problems and opportunities – success factors
- Segment priority – business direction by segment
- Strategies and tactics
- Marketing plan
- Control and measurement (Hutt et al 1998, 254)

Marketing Plan

Marketing plan is one part of business plan and it always connected with sales plan. Marketing plan is an implementation project that made by marketing department of a company before putting a product into the market. This often needs to do some marketing research before getting in detailed operational project.

The enterprise's marketing plan means making the strategy, measures, steps of the specified and detailed instructions for enterprise base on do some research and analysis of the marketing environment. There are several types of the marketing plan:

- According to the length of the time, it can be divided in long-term plan, medium-term plan and short-term plan.
- According to the scope of the plan involved, it can be divided into general marketing plan and special marketing plan.
- According to the degree of the plan, it can be divided into strategic plan, operational plan and campaign plan.

Also about the content of the plan, there are around eight small parts: introduction of the plan, marketing situation analysis, opportunity and risk analysis, map out marketing goal, marketing strategy, action program, marketing budget and marketing control.

Often there will be some reasons that the marketing plan is not working: plan is lacking of institutional safeguard, implementation of the plan is short of restrain of performance assessment, plan is lacking of the process management, the implementation process lack of integration and coordination, enterprise's business process is unreasonable, embranchment lack of systematic for area marketing plan. So it is better to have some guarantee before putting the marketing plan into practice.

A marketing plan has the effect of implement, guiding, framework and coordination. Therefore, for a company who wants to enter and penetrate a new market, it is so important to make a suitable marketing plan and then operate it step by step.

Marketing Segmentation

The market segment is defined as "a group of present or potential customers with some common characteristics that are relevant in explaining and predicting their response to the suppliers' marketing stimuli." (Yoram Wind & Richard N. Cardozo 1978, 71-76)

The concept of Market Segmentation is made by Wendell R. Smith in Mid 1950s. It means a process that marketers through market research, according to the differences of customer's needs and desires, purchase behavior and buying habits etc, classify one product's whole market into several consumer groups.

The subdivision standards of consumer market can be summarized as Geographical segmentation, demographic segmentation, psychographic segmentation and behavioral segmentation. Each aspect also includes a variety of subdivision variables as described in figure 1:

Subdivision standards	Subdivision variables
Geographical	size of the area, location, landform, climate, traffic, population concentration, etc
Demographic	age, sex, occupation, income, race, religion, education, composition of family, family life cycle, etc
Psychographic	life style, personality, purchasing motivation, attitude, etc
Behavioral	purchase time, purchase quantity, purchase frequency, buying habits (brand loyalty), the sensitive degree of advertisement, channels, service, price, etc

Figure 1. Consumer Market Subdivision Standards and Variables (Hutt et al 1998, 164)

There are some advantages to segment a business market: (Hutt et al 1998, 166)

- good for choose target markets and making marketing strategy
- useful to explore the market opportunity, develop new markets
- help to concentrate manpower and material into the target market
- improve the economic benefit for enterprises

Therefore, it is very important to choose market segments wisely. The step of segmentation in a business market can be illustrated like this:

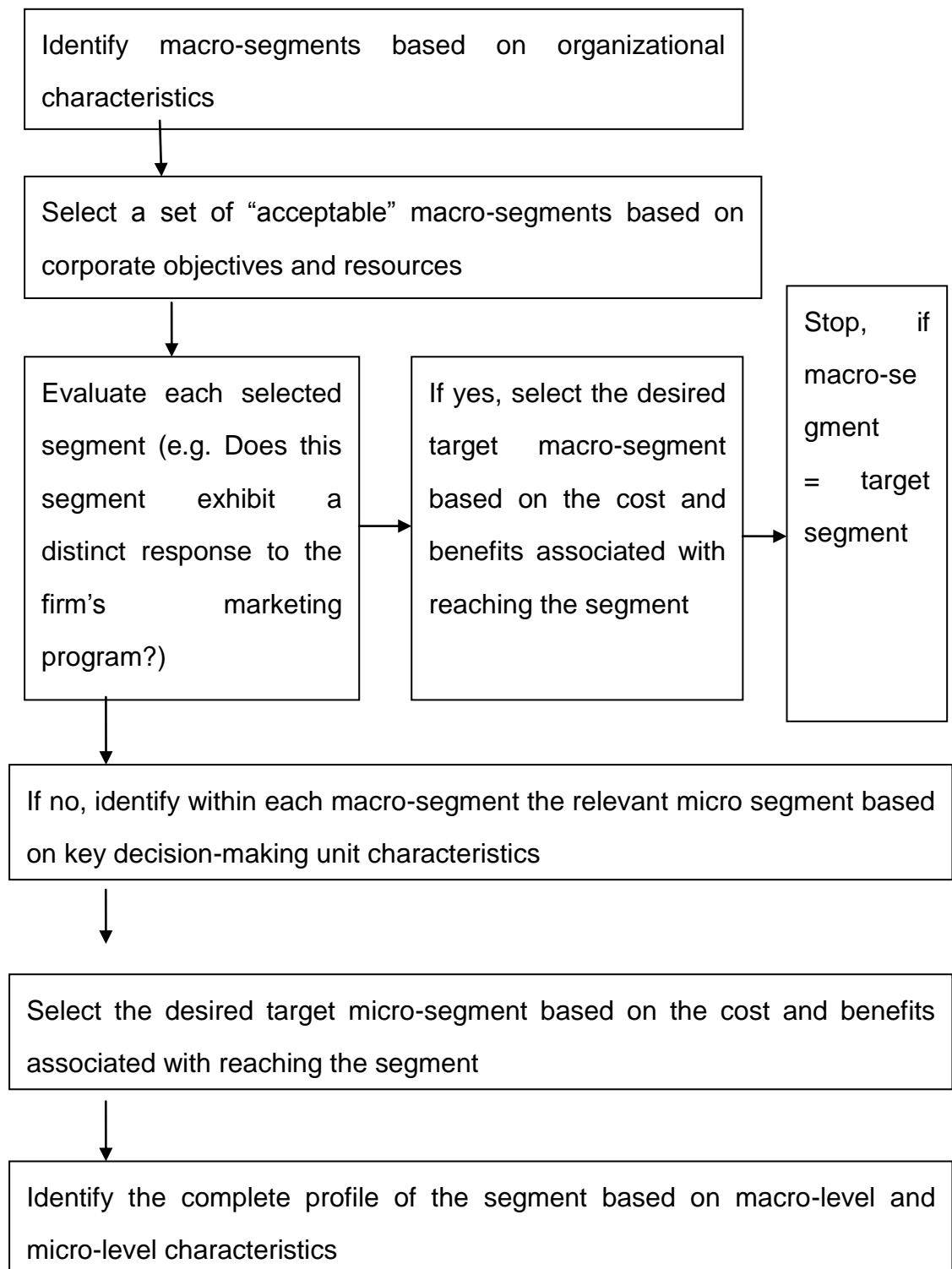


Figure 2. An Approach to Segment Business Market (Hutt et al 1998, 184)

For a product and a company, it is really important to have a suitable and operational

marketing plan. Then it will be very convenient to make the plan come true step by step reasonably. But it must be understood that this does not mean that all the things should follow the plan and nothing can be changed. Always there are some adjustments need to be made to realize the goal that can open the market and sell more products much faster.

2.3 Marketing Mix

Marketing mix is the basic concept and model of marketing. It means a series of marketing variables which the marketing workers can impact and operate. Also the marketing strategy is made and implemented according to this model. This model emphasizes the use of the combination of various factors as the way to realize the target of the companies and consumers.

The four factors of marketing mix are often referred to as the 4 P's, namely Products, Price, Promotion and Place & Distribution. Each of the factors can be understood as follow:

- Product can be any tangible object or intangible object (service) which is manufactured or created to satisfy the need of consumer. The product variation and the differentiation for different markets should be contained. Also the products must be reviewed all the time, or else it will be obsolesced and discarded which known as product elimination. With the growing of market needs and evolving of consumer tastes, innovate the products of companies are very necessary. (Kotler & Armstrong 2010, 279).
- Price is the amount of money that is paid by the customer to seller which varies on different distribution channels (Kotler & Armstrong 2010, 279). When determining the price of the product or service, some factors will impact which are the market share of organization, the number and strategy of the

competitors, the cost of raw material and then the most important factor is the perception of the product value from the customer's view. It is the main marketing tool to research the product objective and pricing adjustment etc.

- Place means the location where consumers can buy the product. It can be a physical store where the consumer can go to visit directly or just a virtual store likes a website on internet (ebay.com). It is often understood as distribution channel through which the product can be received by the consumer (Kotler & Armstrong 2010, 280). It represents the integrated system that enacting the trade relations between various distributors, sharing the costs and the form of benefit distribution. The distributors here contain both wholesalers and retailers, even include logistics distributors, or the business personnel directly selling to consumers, and preach or direct sales or the marketing personnel and its structure of multi-level marketing company.
- Promotion is a communication that used by the marketer to make the customers become familiar with the product, brand or organization. Promotion has these four distinct elements: Advertising, personal Selling, Public relations and Sales Promotion, which can be used individually or in combination form to promote the product (Pride & Ferrell 1983, 145). With the promotion, consumer can know what kind of product it is, the price of the product, where to buy and how to buy. While the consumer's response will help promote other marketing mix (product, price, place) to make correction.



Figure 3. An Illustration for Marketing Mix (4 P's).

<http://notesdesk.com/notes/marketing/the-marketing-mix-4-ps-of-marketing/>,

2010/11/26

2.4 Marketing Channels

Marketing channel also called trade channel or distribution channel. It is a set of interdependent organizations and it is involved in making a product or service which is available for use or consumption. (Kotler & Keller 2004, 468)

Totally there are two ways of distribution: direct distribution and indirect distribution. Direct distribution is a channel strategy that does not use intermediaries. While most producers do not sell their good directly to the final users, always a set of intermediaries stand between the two sides, this is indirect distribution channel. In one word, indirect channel used more in nowadays.

In the following situation direct distribution is suggested to be used (Kotler & Keller 2004, 468):

-
- The customers insist on direct sales
 - The customers are defined and of large group
 - Sales process involves in extensive negotiation in business
 - Guarantee quick response to market and ensure proper implementation of the selling job
 - Final users have strong need for information service and minimal needs for logistics service

Indirect distribution often found when:

- Small amount of transaction take a important part
- Markets are segmented and dispersed widely
- Buyers purchase many items and often contain different brands in one transaction.

In real business market, various combinations of direct and indirect channels are used. A business market should create a fixed channel system according to the situation to make the transaction become steady and easy. In the case of Masterkong Company, both direct and indirect distribution channels should be considered. The company can export their instant noodles to Finland market through some agents; also it can promote themselves in the worldwide e-market place by the use of internet. But here indirect channel will be used more often for the reason that food business isn't different from others, it is much clearly that final customers can see the products by themselves.

2.4.1 Channel Levels

Every channel contains the producer and the final customer. During this the number of intermediary levels will be used to show the length of a channel. This can be seen very clearly from Figure 3 below.

A zero-level channel also called direct-marketing channel. It is a process where the manufacturers selling to the final customers directly. There are some examples of this sell channel: door to door sales, mail order, home parties, telemarketing, TV selling, Internet selling and manufacturer-owned stores.

A one-level channel has one intermediary for example a retailer. A two-level channel contains two intermediaries. Here besides the retailer there is also a wholesaler exist. A three-level channel contains three intermediaries. Then jobbers come out, they get products and sell to small retailers. Totally, from the producers' point of view, with the number of channel increasing it turns more difficult to obey the end user's request and control the business process.

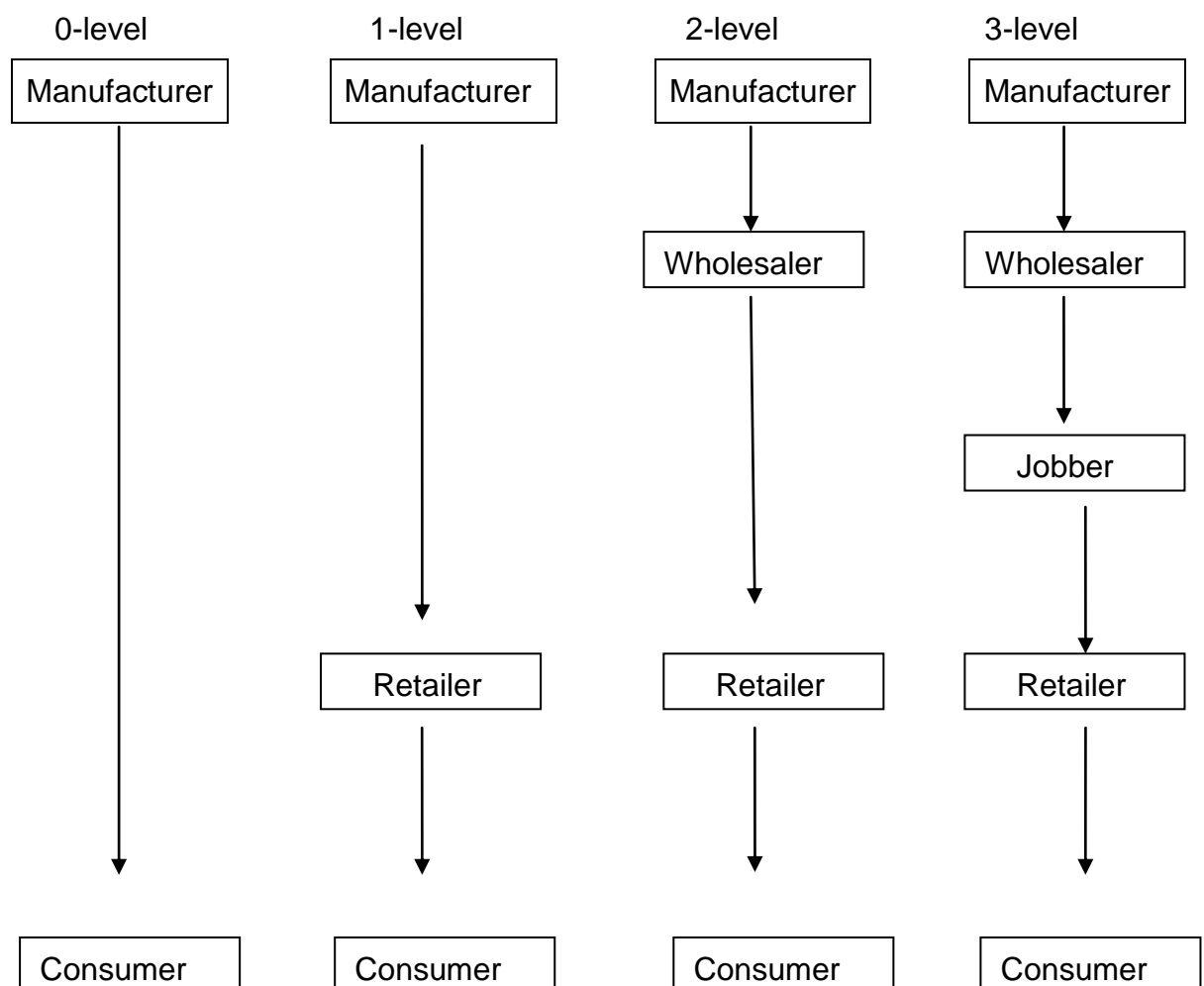


Figure 4. Channels of Consumer Marketing (Kotler & Keller 2004, 474)

2.4.2 Participants in Business Marketing Channel

In a business process, a producer often delegates some of the selling job to the intermediaries. Producers can get some advantages by using this way:

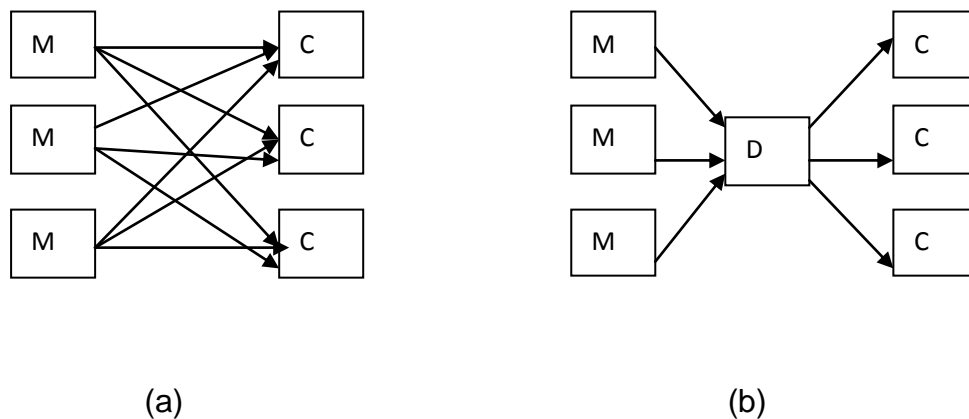
- Many producers lack the financial resource to do the direct marketing.
- Producers will spend a lot in establishing their own channel and this investment can put into their main business.
- It is not feasible to do the direct marketing in some cases. (Kotler & Keller 2004, 472)

For intermediaries, they can be divided into some types: distributors, manufacturers' representatives, jobbers, brokers and commission merchants.

Distributors are full-service intermediaries and responsible for the products they sell, they perform the full range of marketing functions. Also, they provide credit, deliver goods, offer wide product assortments, give technical advices and so on. During the progress, their responsibilities are contract, ensure product availability, repair and assemble. (Hutt et al 1998, 383)

A representative is a salesperson who represents several companies in the same geographic area selling non-competing but complementary products. They always work independently. The most important reason of using representatives is it's economic. Some small firms cannot justify the expense of maintaining their own sale forces. Representatives can also be used to sell and service distributors in large geographic country. It is easier than do the distribution work by themselves for the producers. (Hutt et al 1998, 386-387)

Intermediaries smooth the flow of goods and services. Figure 4 shows one major source of using intermediaries to save cost. Part (a) shows three producers, each of them use direct marketing to reach three customers. This system requires nine different contacts. Part (b) shows the three producers working through one distributor, and the distributor contacts the three customers. This system needs only six contacts. From this, it shows clearly that using intermediary can reduce the number of contacts and the work.



Number of Contacts: (a) $M \times C = 3 \times 3 = 9$ (b) $M + C = 3 + 3 = 6$

M = Manufacturer C = Customer D = Distributor

Figure 5. How a Distributor Increase Efficiency (Kotler & Keller 2004, 472)

2.4.3 Channel Design Decisions

Designing a marketing channel system involves analyzing customer needs, establishing channel objectives, identifying major channel alternatives and evaluating major channel alternatives. (Kotler & Keller 2004, 476) From these four aspects, a suitable marketing channel system can be made according to the real situation.

When to select the channel the following issues should be considered:

- The degree of directness in the channel

-
- The type of intermediaries to use
 - The number of intermediaries in each level of channel
 - The number of channels to use (Hutt et al 1998, 392)

When choose the type of intermediaries to serve a particular market, there are two basic decisions involved in. First, the firm should get a idea that what the relationship should be with the intermediaries. The alternatives are: distributorship and agency relationship. Second, the firm must decide whether to utilize direct exporting, indirect exporting or integrated distribution in the progress of penetrating a foreign market. (Czinkota et al 1993, 401-402)

An agent is a legal person (either a company or an individual). It usually refers to the unit who earn business commission. Agents are often called “representatives”, “factors” or “brokers” too. (Kouladis 1994, 3-113) Agents are always employed by some certain principals to make contract on his or her behalf with third parties. There are several classifications of agents and each of the classification can be divided into different kinds.

By agent’s liability it can be divided into:

- Del Credere agent: Who are answerable to principals for due payment by the third parties to whom goods have been sold to.
- Confirming Houses: Who are mainly involved in overseas trade. They have the liability to the supplying exporter if the buyer fails to perform the contract. They can be located in either exporter’s country or buyer’s country. (Kouladis 1994, 85)

By the degree of authority which agents possess it can be divided into:

- General agents: Who are appointed to do anything within authority given by the principal in all transactions?
- Special agents: Who are appointed for a special purpose or reason, their rights

are restricted.

- Universal agents: Who have the unrestricted rights, so they also called “ power of attorney “, however seldom to see in the real case. (Kouladis 1994, 84)

By the functions agents can be divided into

- Brokers: who buy or sell goods on behalf of the principals but not handling the real goods. They are paid by brokage.
- Factors or mercantile agents: Who often have in the businesses to sell or buy. They hold the stock and sell goods in their own names.
- Sole distributors: Who have the sold rights within a particular territory with respect to goods of a specified kind and buyer rely on seller as the sole source of supply of specified kind goods. (Kouladis 1994, 85-87)

As agents, they have some rights like indemnity, lien, remuneration, stoppage in transit. While there are also some duties they must perform, such as obedience to instructions, mustn't accept bribes or secret profits, must make sure there are no conflict of interest and so on. (Kouladis 1994, 96-99)

There are some sources that can be used in the process of finding a suitable intermediaries :

- Distributor inquiries
- Field sales organization
- Customers
- Trade fairs
- Websites
- Independent consultants
- Direct mail contact of previous applicants
- Trade source – magazine, banks, advertising agencies, carries, associations, directories, journals
- County's commerce department (Czinkota et al 1993, 408)

Then it is the selection criteria for choosing suitable intermediaries. Here is a list which includes the aspects that are needed to think about:

- Goals and strategies
- Size of the firm
- Financial situation
- Reputation
- Trading areas covered
- Compatibility
- Experience
- Sale organization
- Physical facilities
- Willingness to carry inventories
- After-sales service capability
- Method of promotion
- Sales performance
- Relations with local government
- Communications
- Overall attitudes (Czinkota et al 1993, 409)

After the issues above, the channel decision is nearly finished. The most suitable intermediary is found. But there is a very important step to pay attention to: draw up a agreement with the distributors. In general, a relatively short period (one year or two years) is suggested and an initial trial contract of 3 - 6 months can help to test the distributor's capability. The local laws and the stipulation should be examined and observed carefully when making an agreement. (Czinkota et al 1993, 411)

2.4.4 International Business Marketing Channels

Business marketing channel can be understood from two aspects: domestic intermediaries and foreign intermediaries.

Domestic intermediaries are the one which are located in the producer's country. Although they are always lack of the geographic location advantage, have limitation of the quality of representation and also seldom have the market information but the biggest advantage for them is the convenience to use. If not take titles, domestic intermediaries include export management companies (EMCs), manufacturer's export agents (MEAs) and brokers; if take titles, they include export merchants, export jobbers and trading companies. (Hutt et al 1998, 405)

- Export management companies: Play a pivotal role for small firms. They always do marketing job to reach foreign markets, including do advertisements, responsible for credit and product handling.
- Export merchants: They are the wholesalers who operating in foreign markets.
- Export jobbers: They deal in bulky commodities in foreign markets.
- Trading companies: They can accumulate, transport and distribute goods from many countries.
- Brokers: Their functions are selling, make contract with foreign buyers and negotiating sales. (Hutt et al 1998, 405)

Foreign intermediaries have the advantage that they are close to the marketplace, so they are easy to keep contact with the marketplace. What is more, they provide a more direct channel to the customer. Foreign intermediaries can be distinguished by whether have titles or not. Title-holding intermediaries include distributors, import jobbers and dealers. While non-title foreign intermediaries include reps, brokers and factors. (Hutt et al 1998, 406)

The selection of foreign intermediary is usually done according to the type of product, margins and the market conditions.

The following table shows the different types of international channel intermediaries, the company can choose the most suitable ones according to their real case.

AGENTS	
Foreign (Direct)	Domestic (Indirect)
Manufacturer's representatives	Export agents
Brokers	EMCs
Factors	Webb-Pomerania associations
Managing agents	Commission agents
Purchasing agents	Brokers
DISTRIBUTORS	
Distributors/Dealers	Domestic wholesalers
Import jobbers	EMCs
Wholesalers/Retailers	ETCs

Figure 6. Intermediaries of International Channel (Czinkota et al 1993, 402)

2.5 Marketing Communication

“A well- integrated business- to- business marketing communications program can, however, contribute to the increased efficiency and effectiveness of the overall marketing strategy.” (Hutt & Speh 2003, 409)

Communication with existing and potential customers can lead to the marketing success. So the best products need to sell themselves too.

2.5.1 Advertising and Sale Promotion

Advertising is a promotion method that through certain media transmitted the information from the enterprises to the customers. Advertising media includes TV, radio, magazines, newspapers, business publications, direct mail advertising, database marketing and communication via internet. While sales promotion is a

transient promotion means used that used to stimulate demand, expanding requirements and take effect of rapid generated sales result. Both of them aim at attracting customers' attention and interests, enlarge the sales. "The challenge for the business marketer is to create an advertising and sale promotion strategy that effectively blends with personal selling effort in order to achieve sales and profit objectives."(Hutt & Speh 2003, 411)

When decide to do advertisements and sales promotion there are some structural elements that need to pay attention to. Take advertising for example:

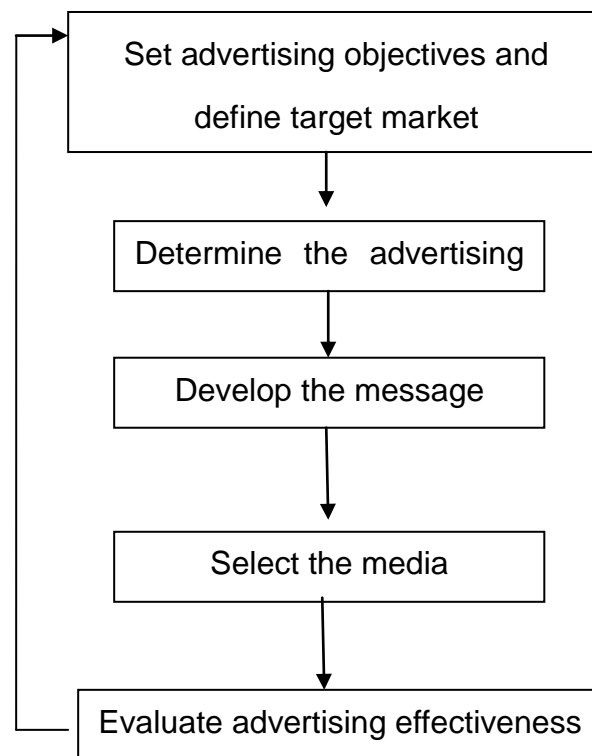


Figure 7. The Decision Stages for Developing B2B Advertising Program (Hutt & Speh 2003, 411)

2.5.2 Trade Show

In trade show, sellers present their products and services in booths, interested visitors will come to see and almost 80% of the visitors are buying influentially. (Hutt et al 1998, 492)

Trade show offers the company free publicity since it provide an excellent environment for non- selling activities such as information exchange, relationship building, channel partner assessment, building corporate image, gathering competitive intelligence and enhancing sale force morale. It can also generate sales by identifying decision influencers and potential customers; learning of potential application problem; creating actual sales; handling current customer problem.

But before a business marketer decide to attend a trade show a clear idea of which to attend and how much of the promotional budget to expend is needed.

2.5.3 Personal Selling

Personal selling is the most important demand-stimulating force in the business marketer's promotional mix. However, personal selling has its own limitations. It will make people feel constrained and when refer to international marketing, the salesperson may not communicate effectively due to the unfamiliarity with host country's language and culture.

But still this selling method has certain functions:

- Meet the needs of organizational buyers and their decision-making units;
 - Convey the image, reputation and need satisfying ability of the selling firm;
 - Help buyer to define the requirement and match the firm's product or service to the requirement;
 - Offer not only a physical product but also ideas, recommendations, technical assistance, experience, confidence and friendship;
 - Articulate the specific needs of customer to the firm's requirement and demand;
 - Negotiate product specification, delivery and technical service with buyer;
 - Act as communication medium and reduce conflict in buyer-seller relationship.
- (Hutt et al 1998, 503)

2.5.4 Public Relations

Public relations mean communication by a person or an organization with the purpose of creating a favorable public image. Public relations also called the "art of shaping corporate image". The essence is a marketing tool, and its ultimate purpose is to promote and enhance the sales amount of the products. Because good public relations help build brand image. Also it can be affected by consumer's favor, improve the sales performance of enterprises.

This method has the following characteristics:

- It is indirect promotion;
- It has long-term effects;
- It can reduce promotion costs. (Hutt et al 1998, 503)

2.6 E-commerce Strategies for Business Market

"Leading-edge firms are using the Internet to transform the way which they do business. The Internet provides a powerful platform for conveying information, conducting transactions, delivering innovative service and building close customer relationships." (Hutt & Speh 2003, 117)

2.6.1 Defining E-Commerce

E-commerce involves "business communication and transmissions over networks and through computers, specifically the buying and selling of goods and services, and the transfer of funds through digital communications." (Schmidly & Hendricks 2009, 111)

E-commerce can be viewed from several perspectives, each of these perspectives

is relevant to the business marketer:

- From a communications standpoint, e-commerce is the delivery of information, product or services, or payments via telephone lines, computer networks and so on;
- From a business process perspective, e-commerce is the application of technology to the automation of business transactions;
- From a service perspective, e-commerce is a tool that used to improving the quality of goods and increasing the speed of service delivery;
- From an online standpoint, e-commerce provides a bridge for buying and selling the products and information on the Internet.(Hutt & Speh 2003, 119)

2.6.2 Internet Strategy Implementation

As with any marketing strategy, after understanding the necessary information part, then is the period to put it into practice. This is the implementation part. For a company which wants to come into a new market and make the customer begin to know them, one of the easiest and most useful way is to build one own web site. The figure here helps to build a web site:

Guidelines for Developing an Effective Web Site
<ul style="list-style-type: none"> ● Anticipate what users want and make it easy for them to find and quick to load ● Create a consistency of look and feel that gives the user a sense of continuity ● Allow the user's need to drive the content of the site ● Invite users to enter and experience what the site has to offer ● Create a design that is easy to update ● Use color effectively ● Include appropriate fonts that are easy to read ● Provide tools for easy navigation of the site and individual Web pages ● Use graphics and other forms of multimedia effectively

Figure 8. Guidelines for Developing an Effective Website (Hannon 1998, 228)

2.7 How to Build a Strong Brand

The American Marketing Association defines a brand as “a name, term, sign, symbol design or a combination of them, intended to identify the goods or service of one seller or group of sellers and to differentiate them from those of competitors.” From one hand, brand is one kind of property for a firm.

2.7.1 Defining Brand Equity

Brand equity is the added value for products and services. It mainly consists of five aspects, the brand loyalty, brand awareness , brand perceived quality, brand association and other proprietary assets (such as trademark, patent, channel relationships, etc.). These assets afford value through a variety of ways to consumers and businesses. The brand assets can bring additional benefit. Ultimately it comes from the attraction and appeal of the brand. Thus, brand equity is essentially reflective to the relationship between the brand and the customers (including potential customers) or a commitment. The customer relationship is not a short-term relationship, but a long-term dynamic relationship.

Brand equity has four features: First, the brand assets is invisible; Secondly, the brand assets use brand name as the core; Again, the brand assets will affect consumers' purchasing behavior and the reaction of marketing activities; Finally, the brand assets attached to consumers, rather than attached to the product.

From this can deduce some more information: (Kotler & Keller 2006, 275)

- Brand equity changes with markets.
- Brand assets have positive assets also have negative assets.
- To maintain or ascension brand assets need the support of marketing promotion.
- Brand assets will change because of consumer's brand experience.

2.7.2 Building Brand Equity

Marketers build brand equity by creating the right brand knowledge structures with the right customers. There are three main sets of brand equity drivers in the marketing management process:

- The initial choices for the brand elements or identities making up the brand.
- The product and service and all accompanying marketing activities and supporting marketing programs.
- Other associations indirectly transferred to the brand by linking it to some other entity. (Kotler & Keller 2006, 278)

Building brand equity is a long-term strenuous career, not only need ambition, but also should have professional level of brand planning. Now there is a set of tools which are popular in American which can help build brand equity, we call it "brand building box". This including: brand personality, brand signal, brand loyalty, brand future, etc. In this series of professional tool and mode, "future" is the most complete and most forward-looking mode, it includes six steps:

- brand current situation investigation
- current brand personality
- market analysis to the brand
- character that the market require
- consumer communication
- evaluation of communication effects (Kotler & Keller 2006, 278)

These six steps, not only clearly outline the brand strategy, but also guide to future planning which will help to view the market.

Building brand equity is a long-term development target, brand competition is the main field of the competition in the future, thereby build a brand assets appear

particularly urgent and necessary. In the condition that consumers get more mature, the options of product and service range is more wide, the alternative of products and services have fierce competition, the enterprise in order to maintain or improve its products and services market share, gain more profits, it must establish and implement the brand assets management. (Kotler & Keller 2006, 230)

2.7.3 Devising a Branding Strategy

Devising a branding strategy involves deciding the nature of new and existing brand elements really become new and existing product. There usually are three main choices when a company introduces a new product:

- it can develop new brand elements to the new product
- it can make some of the existing brand elements be applied
- it can use a combination of new and existing brand elements (Kotler & Keller 2004, 296)

In the modern marketing concept, brand strategy is the core and soul of marketing, brand strategy as one of the important factors that attract consumers purchase, should be concise transmit its attractiveness. The brand strategy is the sum of all kinds of relationships of consumer, products and services. It is a symbol and experience and feelings when consumer uses the products. Behind every brand strategy there is a product and service support the brand image and brand idea, but also the brand strategy must surpass this product or service, and exist relatively independent.

During the branding strategy decision process, these stages need to research and observe: market analysis, fixed position and promotion of the product.

When devising a branding strategy there are several key elements can help firms begin this important work:

(<http://www.kotlermarketing.com.cn/chinese/infobase/02/2009/0327/947.html>, 20/12/2010)

- Vision
 - ✓ should be attractive, energetic, can cause resonance
 - ✓ represents a new viewpoint, a new concept
 - ✓ can be transformed into viable and specific description
- Purpose
 - ✓ must have a certain meaning, representing a set of values
 - ✓ must be explained, dissemination and investment
 - ✓ must gradually recognized
- Validity
 - ✓ must be formal representation of the enterprise
 - ✓ must be suitable for enterprises and the target audience
 - ✓ must be related with tradition and vision
- Elasticity
 - ✓ should adapt to the demand and the change of growth
 - ✓ can't limited by current products and services
 - ✓ must be in balance with innovation and conservation
- Promise
 - ✓ to provide customers consistent product and service in various places
 - ✓ expressed information must be clear, concise and consistent
 - ✓ in the global scope, give the suitable and the same feelings for consumers

-
- Separation
 - ✓ must have a unique, extraordinary personality
 - ✓ can compete with other brands successfully
 - ✓ must have the ability to spread the information at any time

 - Value
 - ✓ must help build customer trust, pride and customer loyalty
 - ✓ must be considered as strategic business assets or tools
 - ✓ must be registered trademark design, and protected in the global scope

 - Durability
 - ✓ must be able to use for a long time
 - ✓ can be honest in various economic situation
 - ✓ must maintain consistency, thus can be immediately identify

 - Unity
 - ✓ must obtain all company staff's promise
 - ✓ must have proper recognition system to support
 - ✓ must pervasive, cannot shake



Figure 9. Critical Factors in Brand-building Strategies: A Checklist.
(www.kotlermarketing.com.cn/.../0327/947.html , 15/11/2010)

Brand is the most valuable assets for enterprise. Once you build or purchase existing successful brands, brand will become the most valuable asset of the company.

- "Brand" can let the public know who you are, and define your enterprise more clear and concise. Even it can be understood that enterprise management is the brand management. Nowadays "homogeneity" merchandise full of the world, strong brand is the only way that the enterprises can survive and develop. A strong brand can help enterprises win today and also can help enterprise gain the future success. This is the power of brand building. (Kotler & Keller 2004, 302)

3 THE IMPLEMENTATION AND ANALYSIS OF RESEARCH RESULTS

It is easy to see that in Finland there are some kinds of instant noodles, but there are seldom varieties and tastes. While in China there are so many kinds of instant noodles and they are really popular and delicious. And Masterkong is one of the biggest and most famous instant noodle producers in China. It means it is possible for Masterkong Instant Noodle export to Finland if have a suitable and operational plan.

During this thesis, the research project is whether Masterkong have the possibility to penetrate the Finnish market and how to do. Thus, several researches have been done to settle the questions, e.g. what is the sales situation of instant noodles in Finland now, whether Finnish people will be interested in new idea of our instant noodles (challenge), what are the elements that we should think about according to the real situation here in Finland and how to do the advertisements and promotions in Finland. In this part the implementation and analysis of the result will be presented.

The data of this study have been collected through both qualitative and quantitative methods in order to get more accurate results.

3.1 Qualitative Method

Qualitative method takes an important role in this research project, since the project is concerned with the possibility of whether Masterkong Instant Noodle can penetrate the Finnish market and how to realize this goal. Therefore, interview and observation are very important and useful.

3.1.1 Interview

This interview has been done with a professional person Tuula Siekkinen who is the manager of the product group of Prisma in Varkaus in 25th September, 2010. This interview has been done in her office and it was really a nice talk. It took quite a long time to find the right person to do this interview. But after this lady was been found everything goes smoothly. She really helped a lot during the process of this research in this thesis. Following shows the questions which have been used during this interview:

1. What is your full name?
2. Could you please describe your job and your position.
3. Are you familiar with instant noodles?
4. What brands of instant noodles are sold in your country (Finland)?
5. What is the sales amount of instant noodles per month in your supermarket?
6. When a new brand comes to market, what is the most useful way to promote in your opinion?
7. When a new brand of product comes to Finnish market, usually how many of the products the supermarket will consider to get for the first time?
8. Which are most common channels for supermarkets to get foreign products?
9. What will be the highest price that consumers can accept for a famous brand of

Chinese instant noodle in your mind?

10. Which kinds of service that the producers can afford will satisfy the wholesalers and retailers?

11. During Prisma's business processes, is e-commerce often be used?

Through this interview a lot of useful information has been got for the research. It showed that Mama, Yeos and Blue Dragon are the three main brands of instant noodle in Finnish market now and the chicken taste of Mama is the most popular one about 12,000 bags per month, while school time begins there will be more.

Since Prisma chain has the special department to contact the oversea company when they want to import some new product, it is a good idea for Masterkong Company to have a try to contact some companies like Prisma from one hand. And these companies always have their headquarters which can decide all the issues for the whole company.

Creating own website especially for overseas market is a very useful way too. With the development of e-commerce, many international businesses are done through internet. From the website, many information of the companies' products can be found. This is very convenient and effectively.

When a new product comes to market, Prisma always has its own experience in promoting. Like find a good place for the product so it will be easy to see, and do advertise the product as soon as it come to the market. Also the face to face promote can be used, some Promotions Specialist arranged to stand in somewhere to introduce the product and also give some samples for the consumers to try.

The highest price of Masterkong Instant Noodles for Finnish people to accept is about 2 euro since this is not everyday food like potatoes, but if the price can be lower, the potential market can be bigger in her opinion.

Also from her point of view, if Masterkong want to open its Finnish market, some helpful activities can be done, such as make the price low enough for wholesalers, give some samples before the wholesalers make decisions. What is more, it is a risk to import things from foreign countries, so it will be good and attractive if the producer can make promise that when products cannot be sold, it is possible to give the products back to the producer and get the money back.

3.1.2 Observation

Observation is a useful and necessary method to find the result of the project. It is a long-term effective way to obtain information. This observation took around one month in every supermarket here in Varkaus. This step is finished like this: come to the supermarkets and pretend to be a normal customer, pay attention to the shelf where put all the instant noodles stand around for a moment to see how many people will come to see the instant noodles. Also the promotion activities that every supermarket often use should be noticed.

After one month observation, the result came out: almost in every supermarket instant noodles will be put together with pastas, rice and flours. People of all age groups come to instant noodles but most of them are young people. And when people buy instant noodle, they will take not just one but several bags.

Almost all the supermarkets use the same way to promote. For example, put the new products in a good place where will be easy to see; put some posters in the entrances; face-to-face promote. But still one problem exists, even the product is the same the prices are different in each supermarkets. This is one kind of competition.

So when talk to the producers, it will be fair and favorable to sell to the wholesalers as the same price. And it won't be good to find too many intermediaries, just one is enough when use intermediaries. This can help to control unfair competition. But the price competition is often to see in the market, when come to the market, it will be non business of the producers, while it can give some help to control. Suppose the price that the producer gives is the same, it won't have too big difference among the retailers.

3.2 Quantitative Method

The quantitative method was designed as a survey by using an form of questionnaire, it is used as a complementary tool for the validity and reliability of the whole research. This mainly includes paper responses and e-mail responses.

3.2.1 Sampling and Data Collection

200 copies of questionnaires have been sent, 100 of them are through e-mails and 100 of them are sent out as papers, and finally 168 replies are backed. The response rate was 84 % which is quite high.

Some Finnish people were visited on the streets randomly and the questionnaires were handed out, in this part all the replies have been got. It was 20 respondents. Then a Finnish person helped in taking the left 80 questionnaires to the respondents, all replies were got also in this period.

At the same time around 80 e-mails have been sent through internet to the people who are living in Finland. Then the questionnaire was translated into Finnish and 20 people's e-mail addresses were searched so the last 20 copies were sent out. But in this part just 68 people's replies have been got back. The following table shows how

the target group was formed and they were contacted:

The component part of the target group	Use which way to contact them
20 people have been meet directly	Come to meet these people directly for the questionnaire on the streets.
80 people answered the questionnaire through a Finnish person	An assisting person helped took 80 copies and handed out to the people.
80 people were contacted directly	Many people's e-mail addresses (who live in Finland) have been found through information books.
20 people were contacted as a sample	Translated the questionnaire into Finnish and sent to people whose addresses were found from internet.

Figure 10. The Composition of the Target Group and How They Were Contacted

This was a very hard process, it took around 2 months. Anyway high reply rate appeared, and the results can be regarded as useful.

3.2.2 Data Results of Questionnaire

In the questionnaire there are 15 questions which are very easy to understand and answer. They were not time-consuming; just need some minutes to finish. But through the questionnaire it can be found whether it is possible for Masterkong Company to penetrate Finnish market and also get some ideas to do the promotion when product comes to the market.

Following the precise data concerning the questionnaire results will be shown.

1. The age of the respondents?

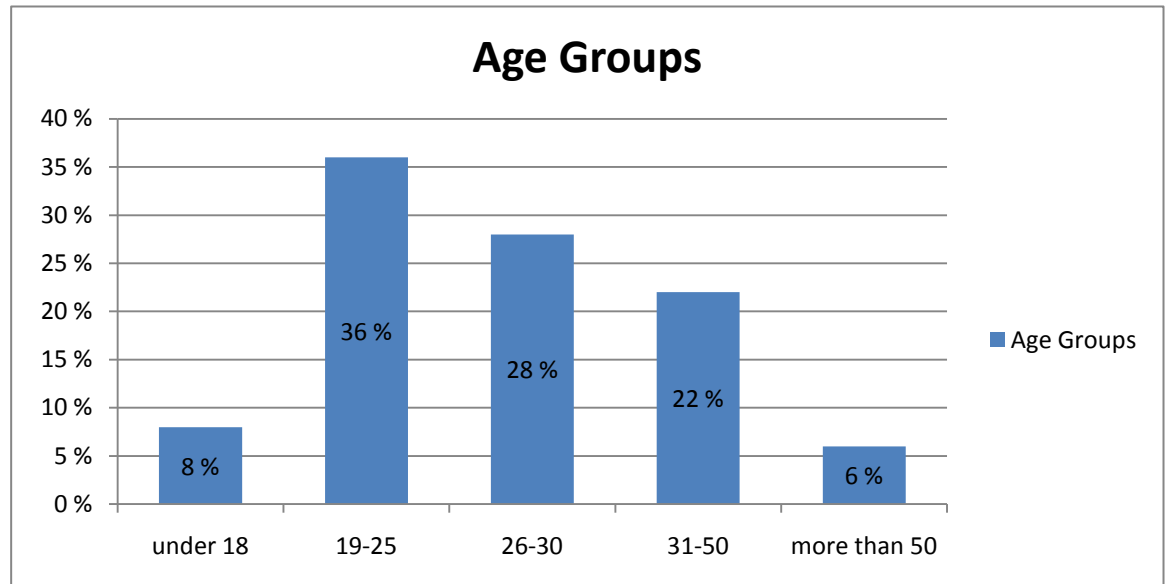


Figure 11. The Age of the Respondents (n=168).

This question aims to getting a clear idea that how old are these respondents and put them into several groups. Then the result shows that the largest group is the people who are from 19 to 25 young people while the smallest group is the people who are more than 50 years .It shows the percentage that each age group occupied.

2. The gender of the respondents?

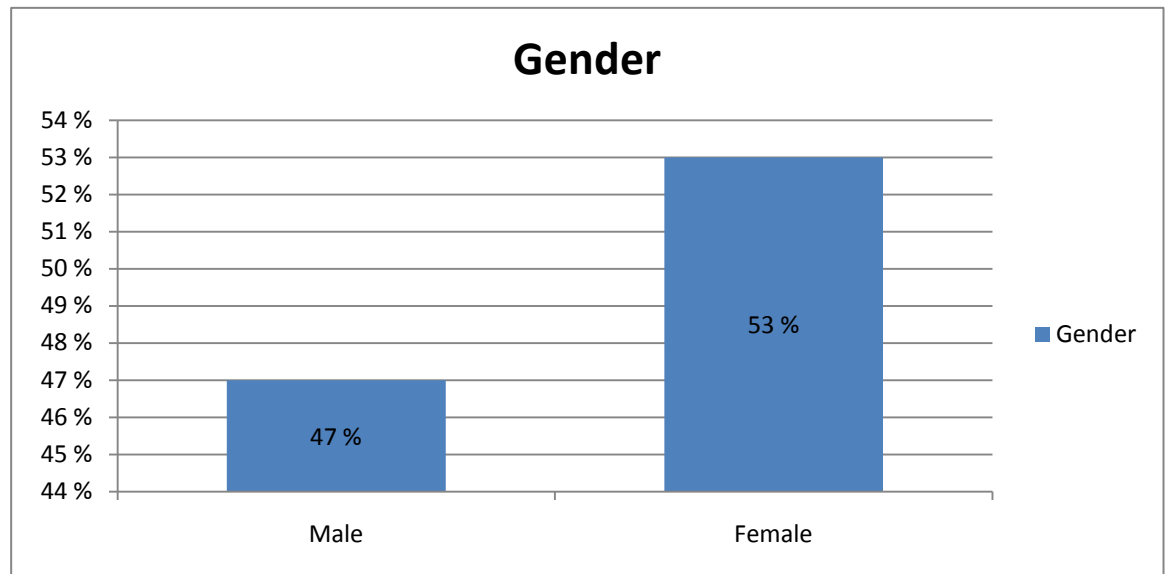


Figure 12. The Gender of the Respondents (n=168).

This question aims at find out that which gender occupied bigger percentage. The result is 53 % of the respondents are female and the rest are male. When asking about gender was the idea that the answer would be different of respondents' genders.

3. The occupation?

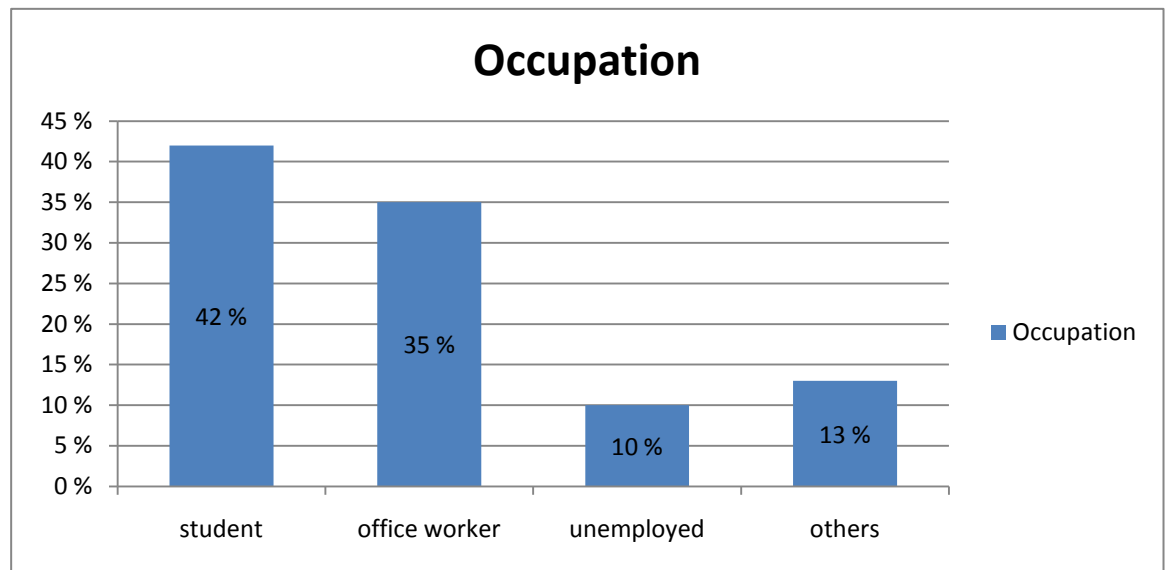


Figure 13. The Occupation of the Respondent (n=168).

The answer of this question showed what the jobs of the respondents are. Then the result shows that the majority in occupation is students, and then is the office workers. Unemployed and others just take a small part. Asking about job was the idea that the answer would be different among different jobs.

4. Are you familiar with Instant Noodles?

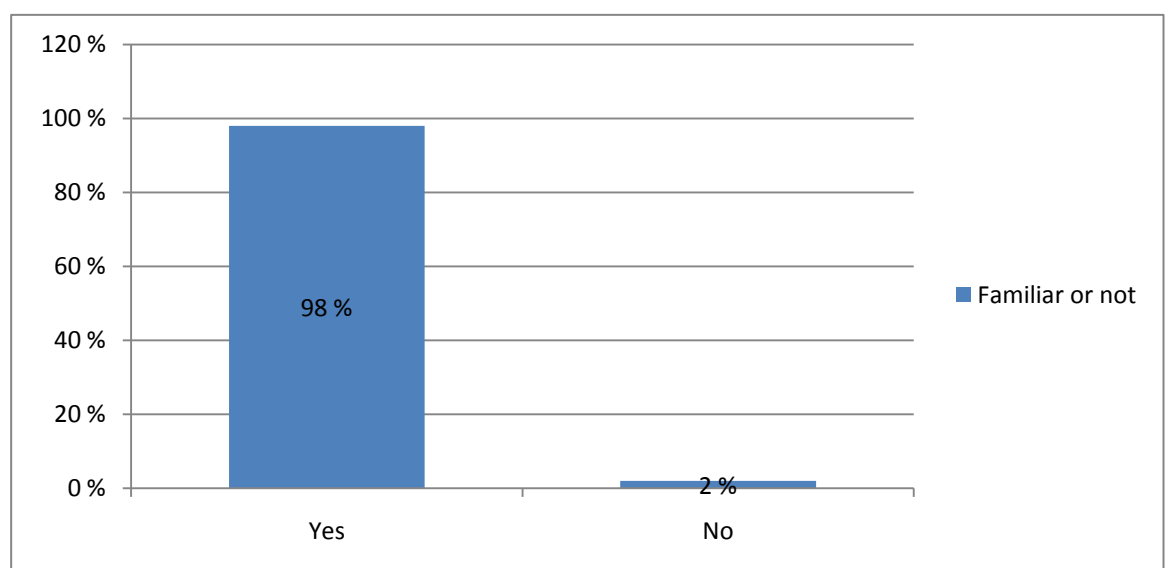


Figure 14. Whether the Respondents are Familiar with Instant Noodles or Not (n=168).

This question is to get a clear idea that whether this questionnaire is worth to go on and whether the final results are believable. Then the results shows that all most all the people are familiar with instant noodle, they know what this is. It means they know what the questionnaire is about and the final results which are got from them are believable.

5. Did you buy Instant Noodles in the past week?

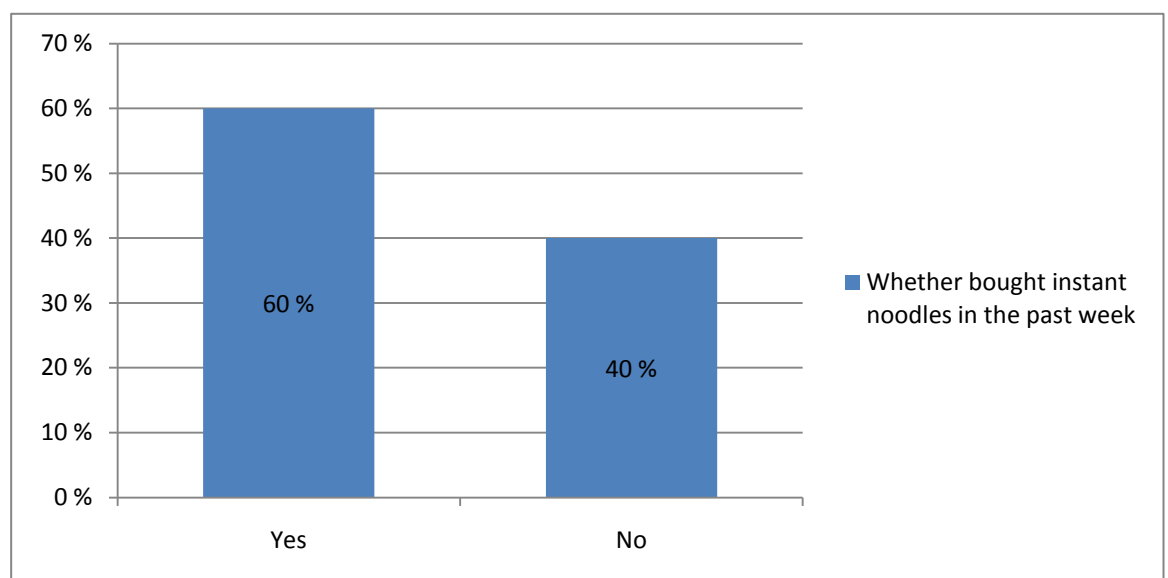


Figure 15. Whether the Respondents Bought Instant Noodles in the Past Week (n=168).

This question wanted to find out that whether the respondents buy instant noodle often in their daily life. The answer of this question is 60 % of them even have bought instant noodles in the past week, 40 % haven't. This means that most of them choose to buy instant noodle sometimes in their daily life.

6. How do you think about Instant Noodles?

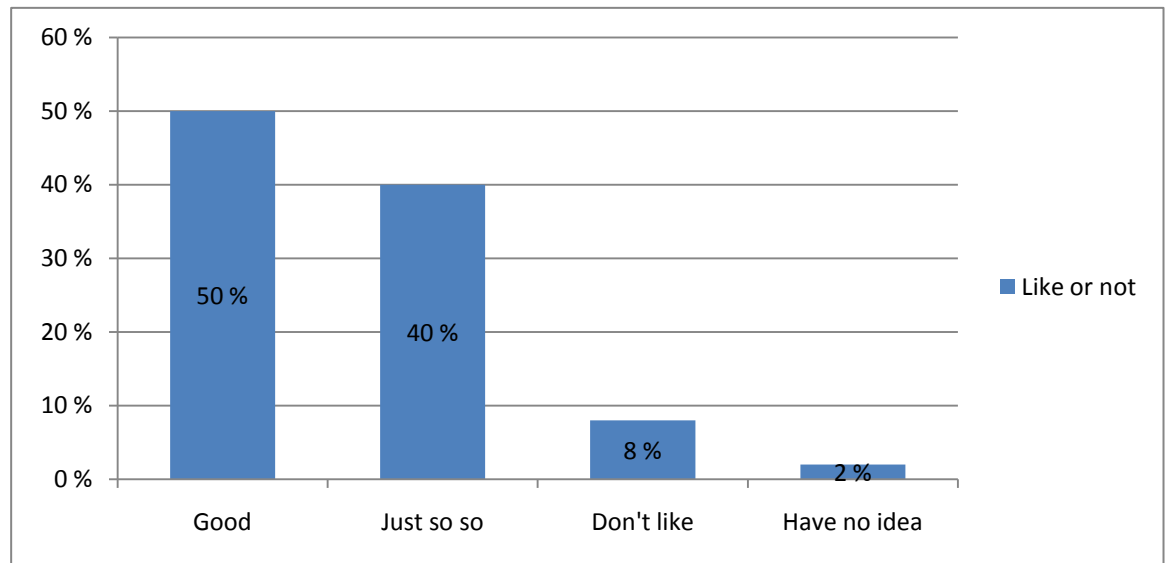


Figure 16. Whether the Respondents Interested in Instant Noodles or Not (n=168).

This question has the goal of finding out whether instant noodle is popular in Finland. The answer of this question is that half of the people think instant noodles are good, they are tasty and convenient. 8 % do not like, 2 % have no idea, while 40 % think they are just so so, they are not hate but also not like. This shows at least 50 % of the respondents are interested in, but 40 % think they are just so so. Thus it means there are still many problems for Masterkong to let more people interested in instant noodles.

7. Where will go if you want to buy Instant Noodles?

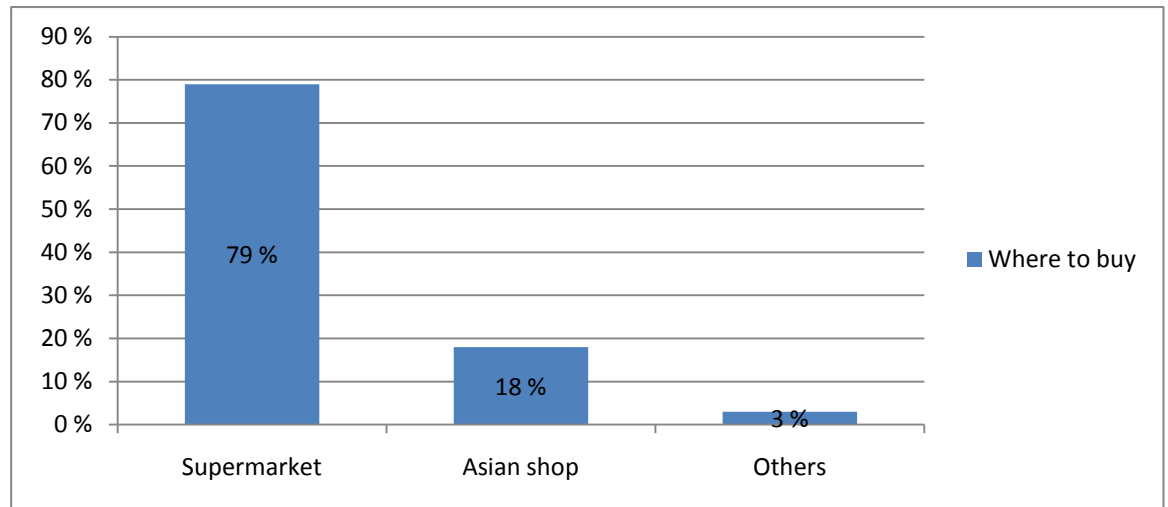


Figure 17. Where to Buy the Instant Noodles (n=168).

This question aims to find out where people often buy instant noodles, it can give a guide for Masterkong where to sell their products. And the result is people buy instant noodles mostly from the supermarkets. Asian shops are another way but not too often, others like convenient shop are less. So the supermarket will be the main target group for Masterkong.

8. Do you know the history of Instant Noodles?

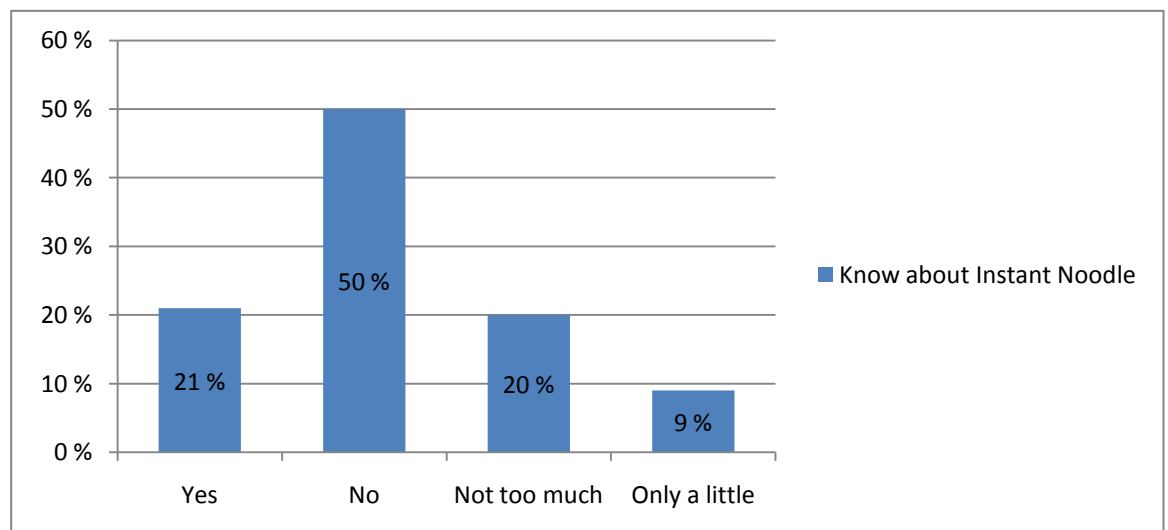


Figure 18. How Much the Respondents Know about the History Instant Noodles (n=168).

Half of the people don't know where the original instant noodle roots from; only 21% know it clearly. Left people know some of it but not all. This means that promotion work still need to do to make the instant noodle become more and more popular.

9. Are you interested in Instant Noodles with different flavors?

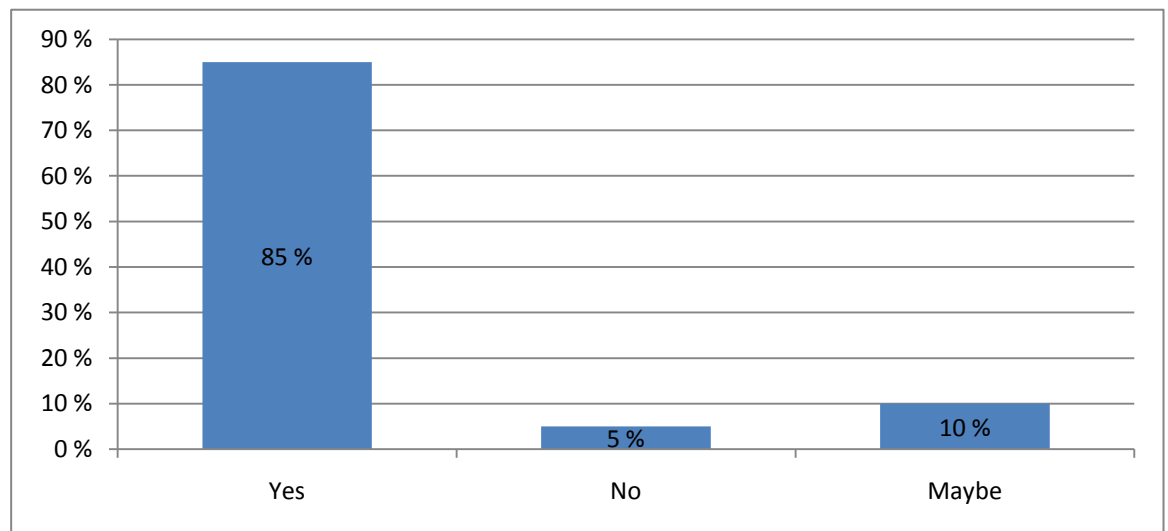


Figure 19. Whether the Respondents Interested in Instant Noodles with Different Flavors (n=168).

This question aims at get a clear idea that if instant noodles can have a lot of different flavors it will attract more customers. 85 % of the people will be interested, 5 % still don't want to buy and 10 % don't know yet. This shows that Masterkong have a certain potential customers.

10. Suppose now there is a new Chinese brand Instant Noodles coming to the Finnish market, would you be ready to try it?

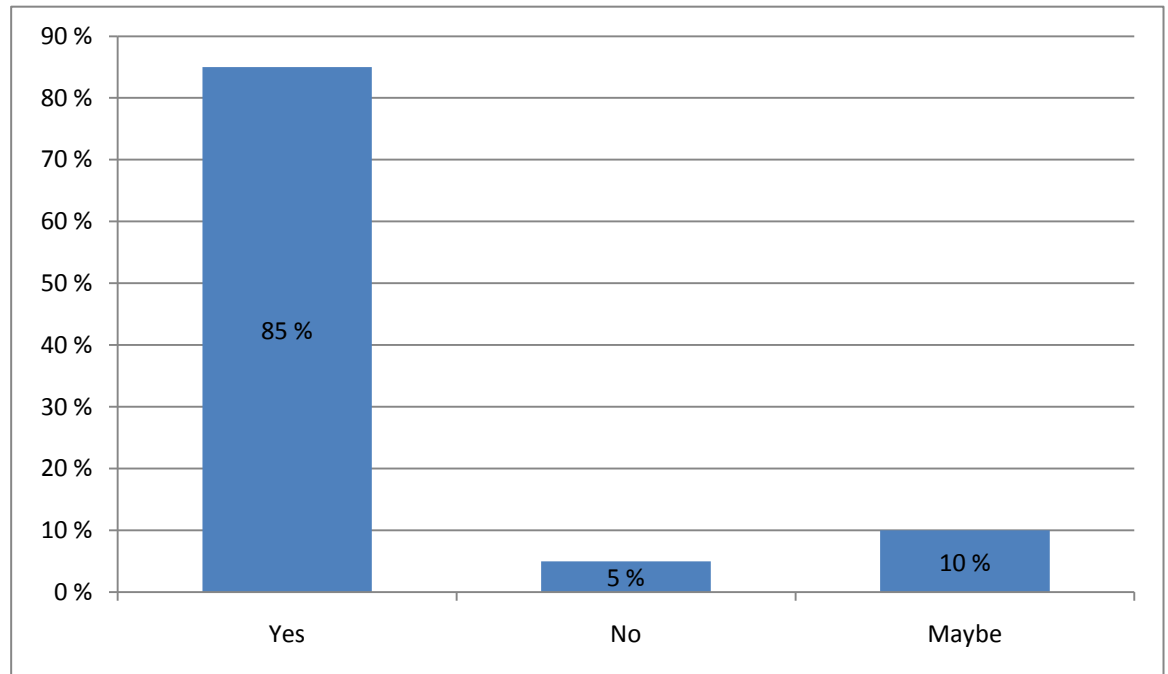


Figure 20. Will the Respondents Try a New Brand of Instant Noodle or Not (n=168).

If a Chinese brand of instant noodles came to Finland with good quality and tastes, 85 % of the respondents would like to have a try while 10 % not sure. Only 5 % said they do want to try. This also proved that Masterkong has a certain potential customers.

11. What would be the acceptable price for Instant Noodles (one package)?

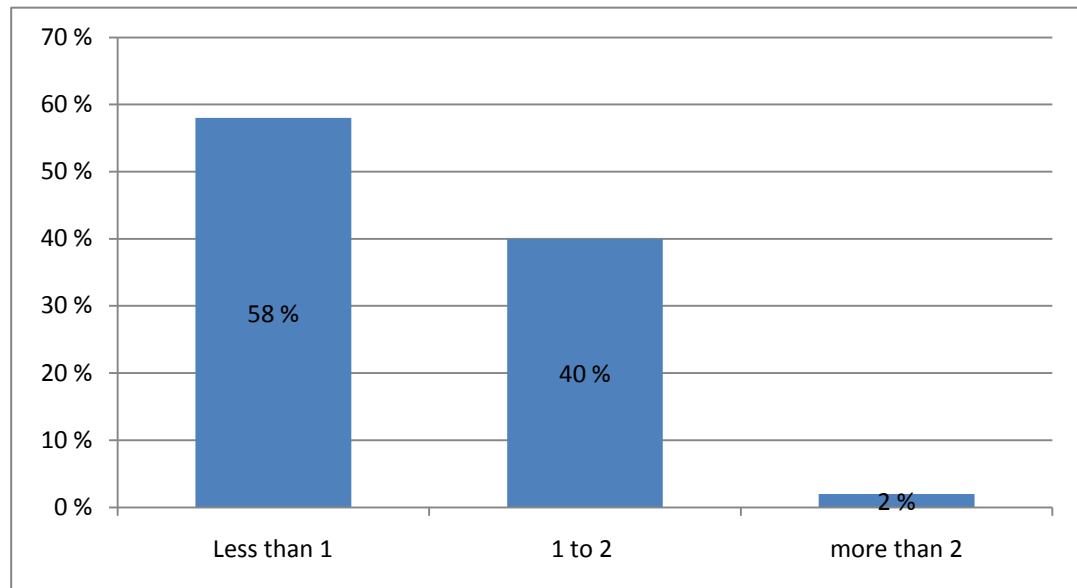


Figure 21. The Acceptable Price for One Package of Instant Noodles (n=168).

For the price that can be accepted, more than half (58 %) chosen less than 1 Euro. 1- 2 Euro are accepted by 40 %, just the left 2 % can accept the price more than 2 Euros. So it means from customers' point of view, cheaper price means higher competitiveness.

12. What would be the most common reason for you to buy a new product?

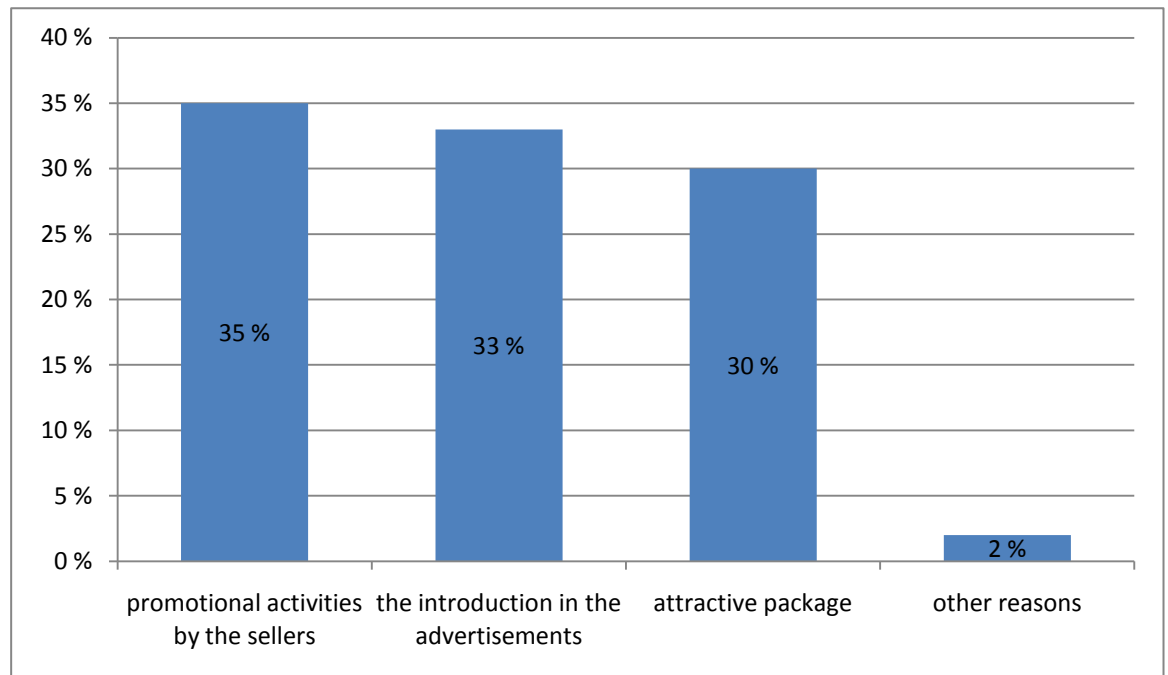


Figure 22. The Most Common Reasons for Respondents to Buy a New Product (n=168).

The reason of making this question was the goal to find out the most effective promotion channel. The most common reason for you to buy a new product are these (from high percentage to low):

- promotional activities by the sellers
- the introduction in the advertisements
- attractive package
- other reasons, such as by accident

So Masterkong can promote itself from these aspects.

13. Do you generally trust on advertisements?

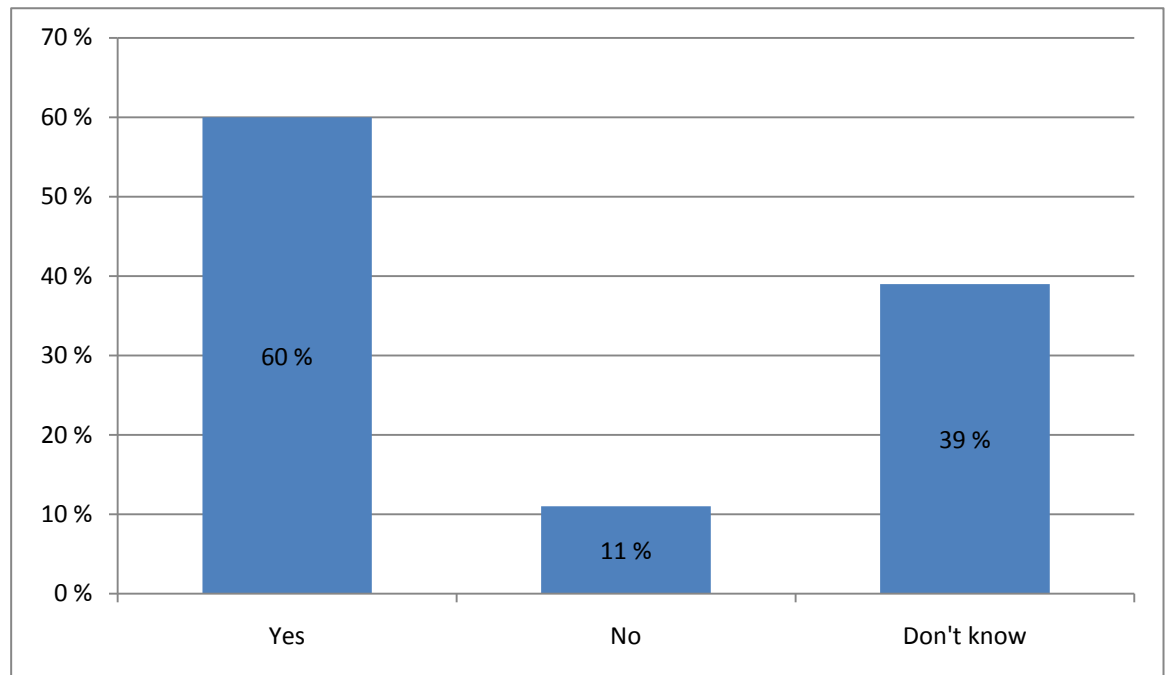


Figure 23. Whether the Respondents Generally Trust on Advertisements or Not (n=168).

About 60 % people said they trust on advertisement while 11 % do not believe at all. At the same time, 39 % cannot give a sure answer, sometimes yes sometimes no. This means that advertisement is one of the effective ways to promote and it can be used during the project.

14. Through which channel you get new product information most often?

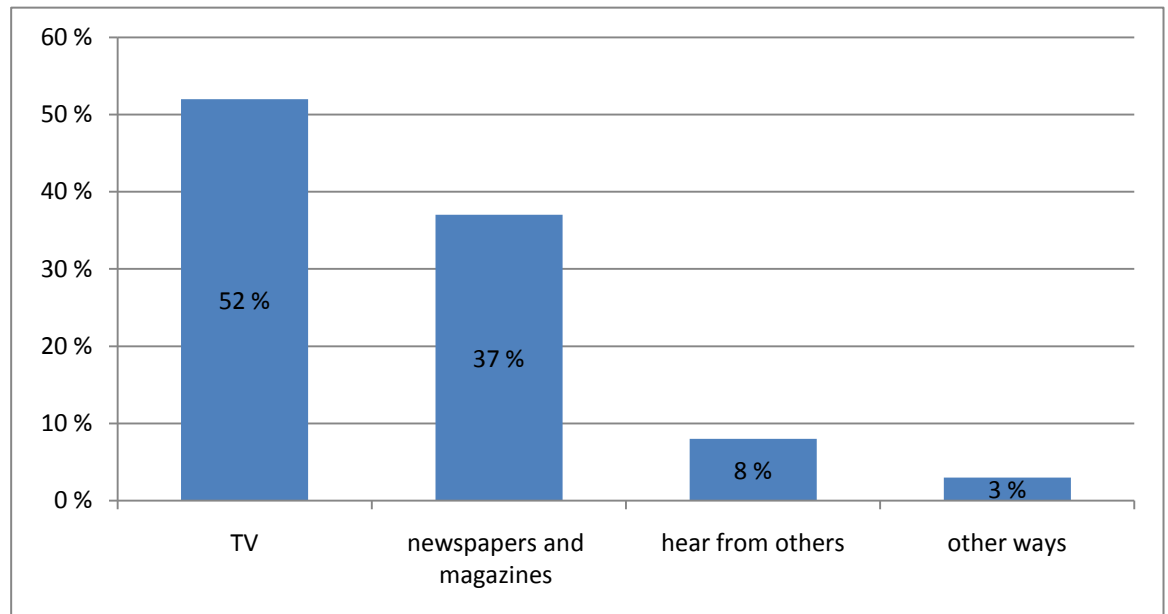


Figure 24. Which Channels Respondents Get New Product Information Most Often (n=168).

People often get product information through these channels :

- TV (52 %)
- newspapers and magazines (37 %)
- hear from others (8 %)
- other ways, like when see new things in market just buy one to try (3 %)

This gives a clear idea of how to advertize Masterkong Instant Noodle in Finland.

15. Which kind of sales promotion you are more interested in?

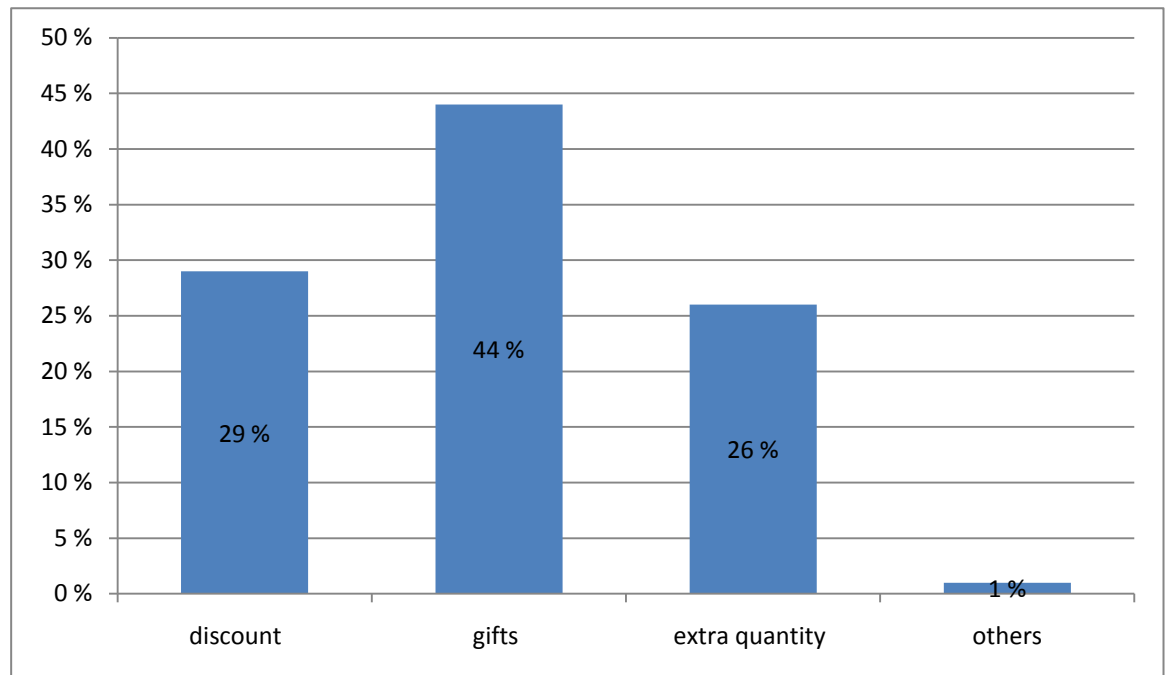


Figure 25. Which Kinds of Sales Promotion The Respondents are Interested in (n=168).

Totally people will be interested in these kinds of sales promotion: discount, gifts, extra quantity. From the questionnaire it shows that give gifts occupied 44 %, have discount occupied 29 % and extra quantity took 26 %. The left 1% represented other kinds, e.g. accumulate the points, like by one package of instant noodle can get one point and when up to 10 points can get back one package.

Through this question respondents gave a clear answer of which kinds of promotion that sellers support will attract them to buy instant noodles. This helps to create a sales promotion plan for Masterkong.

3.2.3 Evaluation of the Data from Questionnaire Research

The aim of the questionnaire research was to explore and analyze customer opinion and psychology. It is hoped to help Masterkong company to find out whether it is possible to penetrate their instant noodles into Finnish market and how to do.

Analysis of the Results of Questionnaire

These questionnaires were sent to different people through both e-mails and papers. And the people who have answered the questionnaire were randomly, they can contain all kinds of different people. After got all the replies back, one day have been used to collected and classify the data of the results.

Through this research a lot of information is shown clearly. People who are between 19 to 25 years old took the biggest part among the whole age group and most people who prefer to buy instant noodle are students.

And not all the people are familiar with instant noodles, while most of them have more or less tried them. Instant noodles can not take as everyday food, but they are very convenient and can keep for long. Now in the Finnish market there are not so many kinds and flavor of instant noodle while in China many people like instant noodles since they have many choices and really delicious. Now if Masterkong import its instant noodles to Finland, most of the people shown they would like to try. Since Masterkong Instant Noodle will be different from those instant noodles in Finnish market these days, it will be bigger package and more condiments bags inside, so the price will be a little bit higher than others. But through the research, 1 to 2 Euros will be easier for customers to accept. Too expensive will be a barrier for consumers to make the choices.

There are also many ways can be used to attract customers like do advertisement, sales promotion, attractive package and so on. Advertisement can be done on TV, newspapers and magazines, radio. Sales promotion contains discount, gifts, extra quantity. There are quite a lot of methods that can be used to let more people know Masterkong Instant Noodle when it comes to Finnish market. But still there is a very important point and that is to make sure the quality. If a customer has tried the product, he or she found this is really good, then he or she will tell others and introduce to others automatically in the daily life. This is the best advertisement.

Connect with Masterkong's Penetration

To be detailed in Masterkong's penetration, the results of the questionnaire gave a guide for implementation. From this survey it showed that although instant noodles are not everyday food for Finns, they have them as one kind of fast food especially the students prefer them more. The acceptable price for them is less than 2 euro, if higher than this maybe some potential customers will be lost. Thus it is very important to give a suitable price for Masterkong Instant Noodle.

How to promote is very important in Masterkong's penetrating process. Some channels can be used to let Finnish customers begin to notice this brand of product, TV, magazine and newspaper advertisement can be used. Face to face promote in supermarkets is also helpful. And the design of packages can attract customers too. So Masterkong can pay attention to make the design of their product package attractively and do all kinds of advertisement when the Masterkong brand instant noodle come to Finnish market. This need an input of big amount of money, but this is very necessary; it is not wise to save money here.

With the goal of have more and more customers, Masterkong can give discount sometimes. Make the Masterkong brand instant become substantial and give some plus gifts are also useful. People are interested in these kinds of sales promotion.

For the reason of this, Masterkong Company should always take some sales promotion method timelessly. These are not for losing profits but getting more benefits.

4 MASTERKONG INSTANT NOODLES PENETRATE TO FINNISH MARKET

After the description of associated theoretical framework comes the real project part which puts the theory into practice. This thesis aims at create a project to settle the problem that how to make Masterkong Instant Noodle penetrate Finnish market. In this part, a lot of information will be given to make readers have a clear understanding of how to realize this goal step by step.

4.1 Introduction of Masterkong Company and Project Description

Masterkong is one of the biggest and most famous instant noodle producers in China. Besides instant noodle, Masterkong Company has many other kind of product, such as soft drink and snacks. In December 2008, according to ACNielsen's retail market research report: The company's market share of instant noodle market is as high as 50.8 %, sales volume is more than 13 billion package. Masterkong's series products not only marketing around the whole China but also exported to the United States, Canada, Singapore and other countries and regions(not to Finland yet). As the main industry has developed rapidly, the company has also focused on food distribution business, continuing to strengthen the logistics and distribution systems, with a view to integrating resources, trying to build the world's largest Chinese-style convenience food and drinks bloc.

Masterkong, the household instant noodle enterprise, build a legend of small noodles leading FMCG (fast moving consumer good). As a the leading brand of FMCG, Masterkong instant noodle become the leading enterprise and market leading brands. Company started in 1992, in February 1996 came into the market in Hong Kong. The company established production bases in more than 40 cities in mainland of China, has more than ten thousands employees and the total turnover is

billions of dollars.

Enterprise has successively established production bases in Guangzhou, Hangzhou, Wuhan, Chongqing, Xian, formed a regionalization of production and sales of instant noodles. It produce nearly 50 billion packs per-year, it's now China's biggest instant noodles production enterprise. Group also involved in cakes, drinks, cereal production, also many career fields such as fast food chain and hypermarket. It already has more than 100 kinds of products. "Masterkong" brand has become the pronoun of convenience food in consumers' mind.

In the process of self growing, Masterkong didn't forget our community. Cooperate with national "Project Hope" throw into 100 thousand yuan to build 19 primary schools. Still, created the special fund with the Song Qingling foundation, subsidize exchange activities of women and children from straits and young children's welfare in China. Looking to the future, Masterkong has a very long and rough road. It is believed, with the principle of use heart to operate, Masterkong will come to the competitive stage of the world, become the pride of the Chinese's world brand.

Recently with the trend of Internationalization, there are already some instant noodles came to Finnish market. Now no matter in Asian shops or the normal supermarkets you can easily find instant noodles which made in China, Japan, Vietnam, Thailand and so on. But the issue is all of them are simple packing and not high quality. What is more, there are not as many kinds of flavor as in China. Therefore, there is still potential market here.

The instant noodle was invented in Japan, while the biggest manufacturing country of instant noodle is China. In each area, there are some popular instant noodle brands. These are all Masterkong's potential competitors. Take the main land of China for example, besides Masterkong Uni-president is another famous and popular instant noodle brand. Now in China, Uni-president is Masterkong's most

powerful competitor. So if Masterkong can open its Finnish market first, it means it get a priority. So it is quite important for Masterkong to get a suitable plan to penetrate the Finnish market.

4.2 Finnish Food Market Introduction

Due to the high altitude and cold weather in Finland, the Finnish diet mainly containing protein, like meat and fish products. According to the statistics, the consumption of meat products is 66 kg for one person per year. For nearly decade, with the understanding of health food, Finns gradually increased the need of fruits and vegetables.

The production of food in Finland most come into the local market, it occupies 85% of the market, while there are also part of the products are for export. Exports to the European countries occupied 45.7 % of the total exports, for Eastern Europe is 30.4 %, for Norway and EFTA. EFTA is 3.2 %, and 20.7 % exports to other countries. According to the export proportion, Russia and Sweden's are most, they are 19.9 % and 16.4 %. Then there is American (7.4 %) and Estonia (7.0 %) respectively. (<http://www.onefish.org/servlet/CDSServlet?status=ND0xNTM1MDguMTc4OTM1JiY9ZW4mMzM9ZG9jdW1lbnRzJjM3PWluZm8~>, 21/12/2010)

Export products mainly include: milchigs, cattle, pigs and poultry products, beverage, wine and chocolate products, etc.

In 2000, the total sales of imported food is 1165 million Mark (about 5.3 % of the import amount), compared with 1999 it increased 3.6 %. The import products includes after processing food, not processing products and animal feed, the proportion of them are 62.5 %, 31,7 % and 5.8 %. The biggest food imports are: fruit imports are 9.4 %, alcohol and drink imports are 8.6 %, coffee beans and vegetables imports are 7.2 % and 4.6 %.

Due to the commodity flow is unrestricted among the EU member states, food import mainly from the EU, occupied 71.1 % of the total amount; other countries import about 28.3 %. In European Union countries import proportion biggest are from Sweden and Germany, respectively occupied 10.2 % and 13.6 %. Then there is France (8.8 %), Denmark (8.4 %) and the Netherlands (8.3 %).

Many years ago, the importation from China is limited for Finland. According to Finland's customs statistics: in 2000, food imports from China are 39, 45 million mark, while in 1999 it is 23, 59 million mark, increased 67 %. Fruits and vegetables imported are the biggest items (69 %), second are sugar and honey product, then is the cereal products. For the reason that Finland is far from our country and people always enjoy different food tastes, plus the strict health quarantine for import food of Finland, these make our food come into the Finnish market is very difficult. But in recent years, because of China's environmental protection consciousness is strengthened and green food have been promoted, more and more Finland food importers began to pay attention to Chinese food, food volume growth has illustrated this. (http://www.economywatch.com/world_economy/finland/export-import.html, 21/12/2010)

In 2000, the total sales of food in Finland for 58, 6 billion Mark (not including liquor). Sales channels mostly are the Finnish native companies, but in recent years, the big food group in surrounding countries also began to enter the market, the market competition of the Finnish food market will increasingly fierce. The food market is mainly monopolized by three or four big companies - Finland's biggest wholesale, retail chain Kesko Company is the first, sales amount is 22 billion, occupied 37.6 % of the market. The second is S-group company (16, 95 billion mark), occupied 28.9 % of the market. Then it is the Tradeka bloc (7, 26 billion mark and 12.4 % of the market). Spar group whose headquarter is in Sweden has 5,36 billion mark sales and market share is 9.1 %. Other business enterprises take up for only 12 %. All the companies above have all ready functions, for example, they are responsible for

food purchasing, storage, sub-packaging and transportation.

(<http://fi.mofcom.gov.cn/aarticle/ztdy/200203/20020300004723.html>, 21/12/2010)

Finland's food sales channel is mainly through formal retail stores, but due to the large supermarket have perfectly facility and variable kinds of commodities. This is convenient for one-time centralized purchasing. In recent years, sales have grown rapidly. In 2000 take up 45.8 % of the total sales market, general supermarkets occupied 17 % and optional supermarket occupied 16.1 %. Such as Finland's biggest wholesale and retail companies Kesko's multiple shops - K has extended to 1198 branches in 2000, including 40 hypermarket, and its sales has took up 8.7 % of the total sales. Meanwhile from nearly 10 years of development trend, there are more and more hypermarkets and the dispersive small food stores are gradually narrowing its food sales market' proportion.

Finland's hygiene law, health protection and food standard are the basic foundation of food management, but Finland is also a member of the European Union, so it also performs European food management policy. Finland food management tenet is: responsible for the health of consumers. The goal is: the high quality of food, safety and health, sustainable development.

Finland is a county who start to pay attention to ecological environment protection early, also connect environmental protection and health food together. For years, Finnish government and enterprises spend a lot of money in the food industry's technology development and environmental protection. In 1997, Finnish companies' investment of these is 4 hundreds million Finn mark, while it is 3.5 % of the food industry GDP in Finland that year. And the investment is more and more during these years. Food management tenet in Finland will be more broad prospects through high-tech development.

Finland is actively to become a food administrate location that European Union

decided to organize. This also shows it take seriously of food management and it is confidently for its food market development.

(<http://fi.mofcom.gov.cn/aarticle/ztdy/200203/20020300004723.html>, 21/12/2010)

4.3 SWOT Analysis for Masterkong Company

SWOT analysis is presented by Heinz Weihrich, the professor of San Francisco University in the 1980s. SWOT analysis represents the analysis of enterprises' Strengths, Weaknesses, Opportunities and the Threats. SWOT analysis is a kind of method that summarizes the various aspects of the content of enterprises' internal and external conditions, then analyses the advantages and disadvantages of the organization, opportunities and threats which it is facing with. Among them, the analysis of the advantages and disadvantages of the enterprise are mainly focusing on its own strengths and compared with its competitors, while opportunities and threats analysis will focus on how the external environment changes may affect the enterprises. In the process of maintaining competitive advantage, enterprises must recognize its resources and competence, then take proper measures, do the correct SWOT analysis.

4.3.1 Strengths and Weaknesses

Masterkong is an old and famous brand in China, during the past years it occupied a high market share of Chinese instant noodle market. It is an academic research object nowadays. So many researches and surveys have been done by scholars of Masterkong.

Here is the explanation of SWOT analysis of Masterkong Instant Noodle. The strength and weakness points are mainly found through internet, which have been

already proved. This information has been connected with the real situation of food market in Finland too.

Strengths

- It is very convenient and fast, also easy to take.
- The cost is low and raw material is easy to get.
- High market share in China, very famous for public.
 - ✓ Masterkong, as the leader of this business, the market share is above 47.8%, nearly half of the market.
- Various of product can satisfy all the taste demands of each stratum.
 - ✓ Masterkong always insists on use genuine materials, pay special attention to consumers' different flavors demands. leading by the main brand -- Masterkong, it has extended more than ten series products, this can satisfied the demands of all consumer stratum.
- The prices of product are not always the same, including cheap to expensive. The packaging and design are fashion, accord with the popular tend.
 - ✓ Through the high, medium and low-grade combination, Masterkong can cater to the needs of different levels effectively.
 - ✓ Masterkong make the instant noodles link together with customers' interests and feel through various ways of package to meet the different consumers, this is very important. Instant noodles' packaging design very modern and attractive, have both barreled and bagged packing, just from the package can make people full of appetite.
- Already have exported to some foreign countries, have the experience of exporting.
 - ✓ During the past years, Masterkong's series products not only marketing around the whole China but also exported to the United States, Canada, Singapore and other countries and regions. These experiences are quite useful for now plan to export to Finland.
- It has organized its own brand and bloc, so it has its own sales and distribution

channels.

- ✓ As the main industry has developed rapidly, the company has also focused on food distribution business, continuing to strengthen the logistics and distribution systems, with a view to integrating resources, trying to build the world's largest Chinese-style convenience food and drinks bloc.
- The potential market in Finland
 - ✓ In the Finnish market, there are several kinds of import Instant Noodles from Asian countries, but these don't have many kinds of flavor and attractive packages.

Weaknesses

- The green environmental protection idea of the products is not so obviously, lack of competition in this respect.
- Due to the products are in the mature period, while the domestic market demand has been full, it is hard to have deeper development in China.
- The products of terminal are not enough hommization.
- Lack of market information on targeted markets.
- Finland is a country of potato eater, they have the different eating habit compare with China.
- Compare with other instant noodles, Masterkong product is a little bit expensive. So it is a hard work to make people accept price level.

4.3.2 Opportunities and Threats

For the opportunities and threats, they are the extension of strengths and weaknesses analysis. Also many potential problems needed to be considered. In this case, they must be connected closely with the real situation of Finnish food market. Therefore, quite a lot of information about Masterkong and its exportation needed to be found, then connected these with the real situation of food market in Finland. At last, put these in a worldwide environment to analysis.

Opportunities

- The trend of internationalization and globalization these days in the whole world.
- Keep the products' original advantages as usual. At the same time enlarge the influence of the brand image.
 - ✓ China is the biggest Instant Noodle producer in the world, also it is a big producing area of the raw material - flour.
 - ✓ Promote the products in other countries, make the product brand become an international brand among public.
- Combined the old method with the current green marketing concept this new mode highlights the advantages of the products.
 - ✓ With the development of society, people are not just concentrating on their normal life, but also their own health and the sustainable development of society.
- Do more detailed analysis of the market segmentation, mainly focused on the main consumption group, that is students and young people who just begin the work. Seize their characteristics and interests.
- Focus on social welfare undertakings, this can reflect a kind of responsibility for the society. Strengthen the brand image of products for customers.
- Improve the relationship with the middlemen and wholesaler, to make the each link join much better.
- Continue research and develop new kind of serious products, especially make it suitable for the Finnish people's taste.
 - ✓ For example, Finns like potatoes very much, so potato flour can be used more and many special flavors like cheese flavor, butter flavor and so on can be made.

Threats

- Consumers these days pay much attention on health and environmental protection concepts, have the idea that this is a kind of not nutritional and unhealthy products.

-
- The competition from other enterprises.
 - ✓ Masterkong is the leader of this area in national market, while there are also many competitors which can also use many ways to let the customers know them and choose them. For instance, Masterkong's biggest competitor, Uni-president.

4.4 Marketing Campaign

Then comes the second step, this step is to formulate a comprehensive and effective marketing campaign. This can give a clear guide for Masterkong Company in the real marketing activities. In this real case, business-to-business marketing is suggested to be used since Finland is a oversea market for Masterkong company, it need to find some local sale groups who can help to sale its instant noodles. So this is a business-to-business market not business directly to customers. This important point should be understood during the whole process of Masterkong instant noodle penetration to Finnish market.

First of all, the author have collected many detailed information of Masterkong company and its product instant noodles and have contacted the marketing department of Masterkong company too. Because of these, a lot of information has been got and the information is necessary and important for writing the thesis. Most of the information is found from Masterkong's main website <http://www.masterkong.com.cn/InvestorInformationen/>.

Second, the author wishes the readers would have some ideas about both Finland and China also their food market since Finland is not only geographically distant from China but also culturally different. It is effective to let people have more information of a county before promote the firm's product of this country. Here many information are found from websites like:

http://www.made-in-china.com/products-search/hot-china-products/Instant_Noodle.

html

<http://www.food-links.com/countries/finland/finland.php>

<http://fi2.mofcom.gov.cn/aarticle/bilateralcooperation/inbrief/200807/20080705699339.html>.

The marketing campaign paper gives a total idea that why and how this marketing campaign is to be formulated.

4.5 Profile Searching of Intermediaries

This stage is to find the suitable intermediaries before putting the plan into practice. This is the most difficult part of this project. If this part can operate very well then the rest of the issues will be easier and more convenient.

Finland is not a big country but it is quite developed and has a high standard of living per capita. In every city, no matter big or small, there are some supermarkets and shops. Some of these supermarkets are local, while some are come from other countries, for example Lidl is a German brand and also there are many Asian shops here. So it will be very complicated if distribute Masterkong's products directly to every supermarkets and shops.

Because of this, it is much better to find some wholesalers and then divide the whole Finland into several areas. This means that at least one wholesaler will be put in one area as a business agent. Take Savo area for example, there is one or two wholesalers will be found as agents. Instant noodle will be carried here centralized in large batch. Then according to each supermarket or shop's requirement, products will be distributed detailed.

So in this case the importing companies are Masterkong's agents in every area in Finland. For example the Prisma bloc, Prisma has its own products importing chain,

so it can import many products from other countries and put them in their own supermarkets. While the agents can be a Chinese companies which do the trade business as professional intermediaries with other countries too, like the company A.H.A International Co., Ltd. where I have done my work placement.

4.6 Detailed Plan for Masterkong Penetrate to Finnish Market

This process is to make a detailed plan of which to do and how to do step by step that help to make Masterkong instant noodle penetrate Finnish market. There are always progressive processes for products penetrate new markets. First is entering a new market and then is to consolidate the market. At last it is possible to realize the goal of penetrating the market.

According to this case, the first step for Masterkong to do is entering Finnish food market. This contains several aspects:

- Do some research in Finland to make sure that this product has the potential market in Finland. Here all the research methods can be used, like interview, questionnaire, observation and so on.
- Find the suitable distribution channels, both in Finland and in China. Because this is the first time, there are not enough experiences. In a later time it will be found which way is better. So finding intermediaries with high reliability and good prestige is very important. Like A.H.A International Trade Company which I have done the work placement before.
- Make contract with the intermediaries. This includes Flow of Money, Requirements from exporter and from Distributors and Securing Safety. This aims at make the process has the force of law, in case of some problems happen.
- Export the products to Finland through the agencies and let the instant noodles appear in Finnish market.

The second step is to consolidate the market. There are some measures need to be noticed to realize this goal:

- Produce high quality products in China to get the trusts of customers in Finland.
- Do promotion in Finland. Here almost all the promotion methods can be used, like newspapers, magazines, TV and radio advertisements, face to face promotion in the supermarkets. This aims at make more and more people know the brand of Masterkong to attract potential customers.

The last step helps Masterkong penetrate the Finnish market. While this can just continue with the results the above two steps goes smoothly. It includes:

- Input more on the research and development of products. Many enterprises are very stingy, so the products always have the imitativeness but not the innovativeness. And often new kind of products can attract people.
- As market competition become fiercely, promote themselves through international platform is necessary and important. During this process, a strong brand of instant noodles can be built in the food market of Finland.
- Localization. With Masterkong enter the Finland market, full consideration of the local market characteristics and cultural differences should be pay attention to. Try to do the research and development to make products suitable for local consumer demand. For the reason of this, Finnish customers will be more interested in the products of Masterkong.
- Create and develop Masterkong's overseas website, which contains language of Finnish. This is for building a e-commerce channel. With the development of the whole world, e-commerce becoming more and more popular, more and more companies and customers choose to buy products through internet. And it is one kind of good promote too.

5 CONCLUSIONS

In this thesis a real research which contains interview, questionnaire and observation has been done to find the answer whether it is possible for Masterkong to penetrate the Finnish food market. Through this research, a clear answer came out: Masterkong has the potential market in Finland and it is possible for Masterkong to penetrate Finnish food market. Before the research some theoretical points which have collection of this thesis have been found and used. After the research comes the description of the project part. In this part, SWOT analysis has been done and a detailed plan for Masterkong penetrate the Finnish market has been formed. The whole thesis includes the introduction part, the theoretical part, case study, the research implementation and results, and then is to summarize the whole report.

The most complicated part is the research part. It took about two months time to do the questionnaire, interview and observation. A professional person who is in charge of the product group of Prisma have been to found to do the interview, she is so kindly and speak English fluently so we can communicate well and some useful information have been got from this lady.

When doing the questionnaire, 200 copies have been sent out, while half of them are papers and half are sent by e-mails. At last, 168 replies have been got which is a high rate that really surprised me. Because of these replies, the research can continue. About the observation, almost all the markets in Varkaus, City Market, Prisma, Tokmanni, and even the Thai market have been visited. It will be more clearly if markets of other cities can be checked, but it is not realizable in my case. While in the questionnaire part, some of the replies are from people live in other cities. In a word, the research is successful and helpful, the operational plan is made according to the result of the research.

Reliability and validity are important in every research study. The subject of the

thesis is: How Can Masterkong Instant Noodles Penetrate to the Finnish Market. So the research problem is to find out whether Masterkong has the potential market in Finland now and if it is how to operate. All the research has been done according to this target phenomenon. In order to make the thesis become as actual as possible, Masterkong Company has been contacted, they gave some materials and the thesis topic about their company is welcomed. Although they haven't do the business with Finland, they have already done the overseas exportation include some European countries.

All the researches have been done in Finland, the result is the real situation of Finland food market nowadays. The questionnaire and interview were answered by the local people in Finland too, thus it showed the Finnish customers' psychology and buying behavior in real daily life.

For the reason of these, it can be proved that this thesis is not a hypothesis but connect the knowledge what we have learned with the real case and also do the real survey. Thus, it is reliably and availably.

With the research new information has been produced. In this case, it will relate to the diet habit and the consumption level in Finland. And also, after Masterkong finish the first step, there will have some more challenges, such as how to improve themselves, how to built the customer relationship and how to expand the promotion force.

Every country has its own diet habit and consumption situation, so in the future more works need to do by Masterkong Company if they want to occupy a certain market share. When talk to Finland, Finns are potato eaters, so it is possible to try to use potato flour to make the noodles and put cheese and butter inside, but these need to do enough research first. Then how to keep old customers and attract new customers is the development of this research.

Generally speaking, exporting products to other countries is a risk, so whether Masterkong Instant Noodle can sell well in Finland and Finnish can believe that instant noodles can also be delicious are challenges for the company. And how to settle these problems are belong to the future research.

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APPENDIX

Appendix 1:

The Questionnaire for Masterkong Instant Noodles to Come to Finnish Market

In the trend of internationalization and globalization, and also because of the development of transportation, products from all of the world become export to other countries not just in the domestic market. But not all the foreign product will be accepted by the customers in the import country. This survey is to get a clear idea that whether this Chinese product has the potential market in Finland.

Questionnaire is a real and effective method that can get information from the target group then select the data and find the result. Please find the most suitable answers, if necessary write your own answers.

1. You belong to which age group ?

☐ under 18 ☐ 19 - 25 ☐ 26 - 30 ☐ 31 - 50 ☐ more than 50

2. What is your gender?

☐ male ☐ female

3. What is your occupation?

☐ student ☐ office workers ☐ unemployed ☐ others, what_____

4. Are you familiar with Instant Noodles?

☐ yes ☐ no

5. Did you buy Instant Noodles in the past week?

☐ yes ☐ no

6. How do you think about Instant Noodles?

☐ good ☐ just so so ☐ don't like ☐ have no idea

7. Where you go if you want to buy Instant Noodles?

☐ supermarket ☐ Asian shop ☐ others, where_____

8. Do you know the history of Instant Noodles?

☐ yes ☐ no ☐ not too much ☐ only a little

9. Are you interested in Instant Noodles with different flavors?

☐ yes ☐ no ☐ maybe

10. Suppose now there is a new Chinese brand Instant Noodles coming to the Finnish market, would you be ready to try it?

☐ yes ☐ no ☐ maybe

11. What would be the acceptable price for Instant Noodles (one package)?

☐ less than 1 euro

☐ 1-2 euro

☐ more than 2 Euros

12. What would be the most common reason for you to buy a new product?

☐ promotional activities by the sellers

☐ the introduction in the advertisements

☐ attractive package

☐ other reasons, what_____

13. Do you generally trust on advertisements?

☐ yes

☐ no

☐ don't know

14. Through which channel you get new product information most often?

☐ TV

☐ newspapers and magazines

☐ hear from others

☐ other ways, what_____

15. Which kind of sales promotion you are more interested in?

☐ discount

☐ gifts

☐ extra quantity

☐ others, what_____

Thank you very much for your answers!

Appendix 2:

Kysely Masterkong Pikauudeleiden Tuomiseksi Suomen Markkinoille (Questionnaire in Finnish)

Kun trendinä on kansainvälistyminen ja globalisaatio, ja kuljetusyhteydet kehittyvät, tuotteita kaikkialta maailmasta viedään muihin maihin kotimarkkinoiden lisäksi. Mutta kaikkia ulkomaisia tuotteita eivät asiakkaat hyväksy kohdemaassa. Tämän tutkimuksen tarkoitus on saada selkeä käsitys siitä, onko kiinalaisella Masterkong pikanuudelilla potentiaalia Suomen markkinoilla.

Kysely on hyvä ja tehokas menetelmä, jolla voidaan saada tietoa kohderyhmästä ja sen suhtautumisesta uusiin tuotteisiin. Ole hyvä ja valitse sopivimmat vastaukset, tarvittaessa kirjoita vastaukset.

1. Mihin ikäryhmään kuulut?

☐ alle 18 vuotta ☐ 19 - 25 ☐ 26 - 30 ☐ 31 - 50 ☐ yli 50 vuotta

2. Mikä on sukupuolesi?

☐ mies ☐ nainen

3. Mikä on ammattisi?

☐ opiskelija ☐ toimistotyöntekijä ☐ työtön ☐ muu, mikä _____

4. Tunnetko pikanuudelit?

☐ kyllä ☐ ei

5. Ostitko pikanuudeleita viime viikolla?

☐ kyllä ☐ ei

6. Mitä ajattelet pikanuudeleista?

- ☐ hyviä ☐ ei hyviä ei huonoja ☐ en pidä ☐ ei ole aavistustakaan

7. Minne menet, kun haluat ostaa pikanuudeleita?

- ☐ supermarket ☐ Aasia kauppa ☐ muu_____

8. Tiedätkö pikanuudeleiden historian?

- ☐ kyllä ☐ ei ☐ en paljoa ☐ vain vähän

9. Oletko kiinnostunut pikanuudeleiden eri mauista?

- ☐ kyllä ☐ ei ☐ ehkä

10. Oletetaan nyt, että uusi kiinalainen pikanuudelimerkki on tulossa Suomen markkinoille, olisitko valmis kokeilemaan sitä?

- ☐ kyllä ☐ en ☐ ehkä

11. Mikä olisi hyväksyttävä hinta pikanuudeleille (yksi paketti)

- ☐ alle 1 euro
☐ 1 - 2 euroa
☐ yli 2 euroa

12. Mikä olisi yleisin syy sinulle ostaa uusi tuote?

- ☐ myyjien menekinedistämistoimet
☐ esittely mainoksissa
☐ houkutteleva pakkaus
☐ muista syistä, mistä_____

13. Luotatko yleensä mainoksiin?

- ☐ kyllä ☐ en ☐ en tiedä

14. Kanavat, joiden kautta saat tietoa uusista tuotteista eniten

☐ TV

☐ sanoma- ja aikakauslehdet

☐ kuulen muilta

☐ muita tapoja, mitä_____

15. Millaisesta myynninedistämisestä olet kiinnostunut?

☐ alennukset ☐ lahjat ☐ lisämäärät ☐ muu, mikä_____

KIITOS VASTAUKSISTASI!

Appendix 3:

Questions of the Interview

1. What is your full name?
2. Could you please describe your job and your position?
3. Are you familiar with instant noodles?
4. What brands of instant noodles are sold in your country (Finland)?
5. What is the sales amount of instant noodles per month in your supermarket?
6. When a new brand comes to market, what is the most useful way to promote in your opinion?
7. When a new brand of product comes to Finnish market, usually how many of the products the supermarket will consider to get for the first time?
8. Which are most common channels for supermarkets to get foreign products?
9. What will be the highest price that consumers can accept for a famous brand of Chinese instant noodle in your mind?
10. Which kinds of service that the producers can afford will satisfy the wholesalers and retailers?
11. During Prisma's business processes, is e-commerce often be used?